

THE
**DIABETES
FAMILY
CONNECTION**

2024 ANNUAL REPORT

BRANDING



In 2024, we re-branded the Diabetes Family Connection.



THE
**DIABETES
FAMILY
CONNECTION**

- Overlapping sets of circles show connections and a mixing of worlds.
- Circles represent community, coming together, connecting.
- Organic feel is a connection to nature and being outdoors.
- A feel of motion conveys activity.
- Evocative of tree rings, standing for growth and nature.
- Like the ripples in a pond, it represents the spreading of impact.



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PROGRAMS



Camp Morris

Through the generous support of people like you the DFC hosted North Carolina's largest residential diabetes camp from June 9 - 15 at YMCA Camp Hanes. Camp Morris not only transformed lives but created a community where everyone impacted by T1D belongs!

- 178 Campers
- 54 new campers
- 42 scholarships
- 136 tuitions subsidized
- 60 Volunteer Staff

- 42 Medical Staff
- 9 Medical Doctors
- 9 Registered Nurses
- 15 Pharmacists
- 6 Registered Dietitians
- Participating Health systems:
Cone Health, UNC Health, Duke
Children's Hospital, Atrium
Health, Wake Med, & Private
Practices

- 22 Cabins
- 2000+ juices
- 3000+ glucose tabs
- 10,000+ sugar checks



Retreats

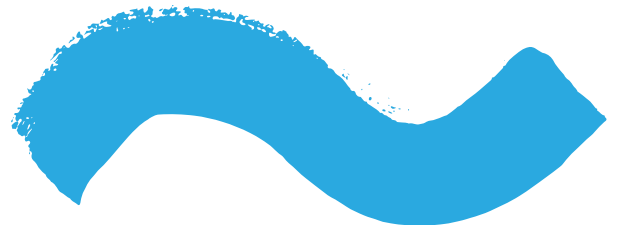
Retreat programs profoundly impacted the lives of attendees, providing them with a space where they feel seen, heard, and understood. Leaving the retreat with renewed strength, hope, and empowerment to take on the challenges ahead. We are deeply grateful for your partnership in making these transformative moments possible.

- 36 Teens
- 18 Families
- 32 Caregivers
- 16 scholarships
- 17 Volunteer staff

- 100% of families felt recharged and supported after attending the retreat
- 90% of families felt more confident in managing T1D after attending the retreat
- 100% of caregivers learned a valuable lesson in supporting their child and family on their journey with T1D after attending the retreat



PROGRAMS



Camp to Community

The DFC and our partners hosted two impactful mobile camp events in Hickory and Boone, NC, bringing connection and education directly to communities with limited access. These initiatives bridged gaps in the diabetes community and provide underserved areas with essential resources, support and community.

- **84 Lives transformed by sharing a day of connection and education**
- **5 Community Healthcare Centers**
- **18 Resource Vendors**
- **40 Community Volunteers**

Camp to Community in Boone, was a game changer for us. We cried for most of the day, but we met lots of DFC friends who never let us cry alone. I knew after that day we would never do diabetes alone, and I am so grateful for that!
- Melissa, T1D mom



PMA Care Packages

The PMA Care Package program reflects the DFC's core belief that a Positive Mental Attitude (PMA) can shape the outcome of every situation. This initiative provides individuals living with type 1 diabetes (T1D) with personalized care packages, thoughtfully assembled by volunteers. Each package is filled with resources, inspiration, and encouragement to instill hope and remind recipients that they are never alone on their T1D journey.

- **57 nominators**
- **65 packages shipped to recipients**
- **Packages recipients are ages 3-72**
- **6 States: NC, AL, CA, MA, TN and NY**
- **12 volunteers for 2024**
- **2 Partners**
- **Every individual who received a PMA Care Package reported feeling less lonely after receiving it.**



WEBSITE

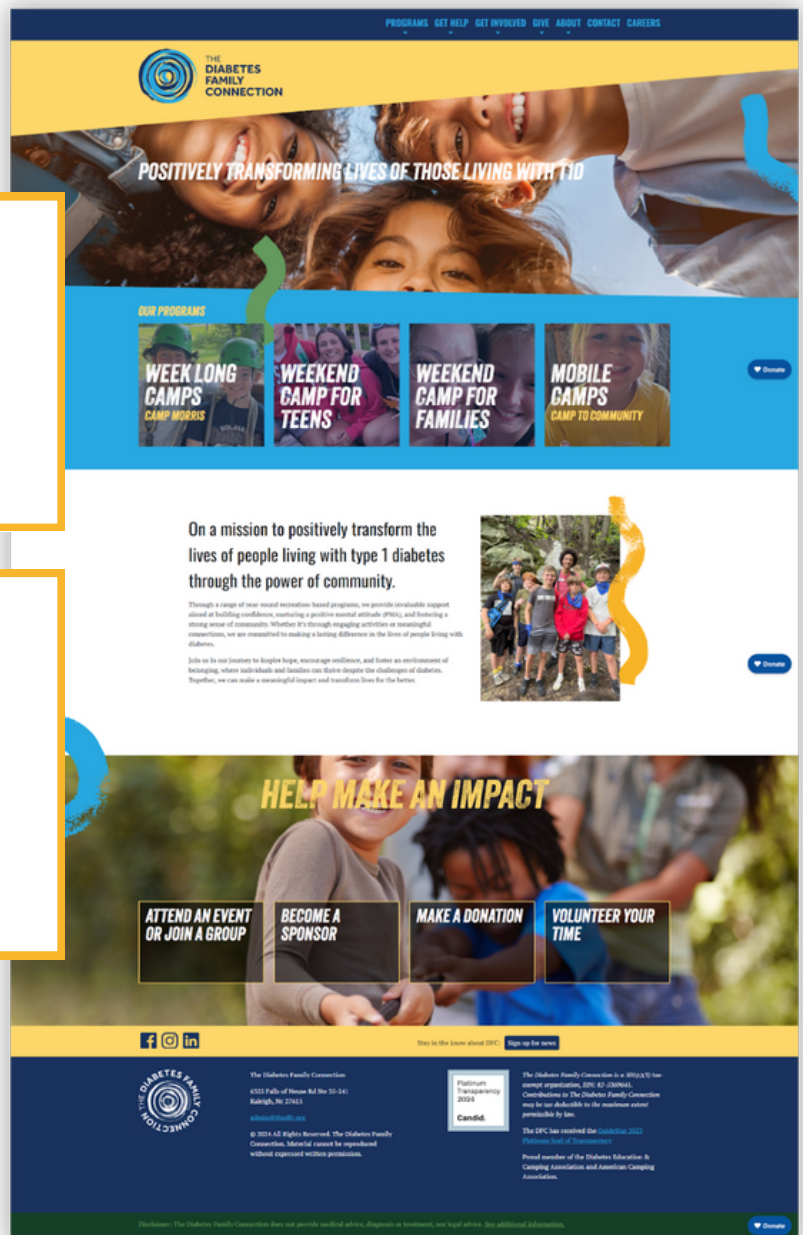
The website refresh incorporates our new branding and provides a fresh new look.

In 2024, the Diabetes Family Connection website generated

- **8.9K SESSIONS**
- **13.6K PAGEVIEWS**
- **47.75% ENGAGEMENT RATE**

The top viewed pages were:

- **HOME**
- **IMPACT FUND**
- **CAMP MORRIS**
- **FALL RETREAT**



SOCIAL MEDIA



Totals (Facebook, Instagram, LinkedIn):

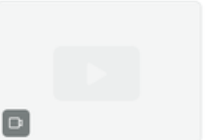
Impression:	776,832 +222%
Engagements:	43,633 +53.3%
Post Link Clicks:	1,802 +792.1%
Video Views:	94,876 +140.8%
Engagement Rate:	5.6%

Social Media Campaigns:

- Camp Morris Sign-Up
- Camp to Community
- Impact Fund

TOP POSTS

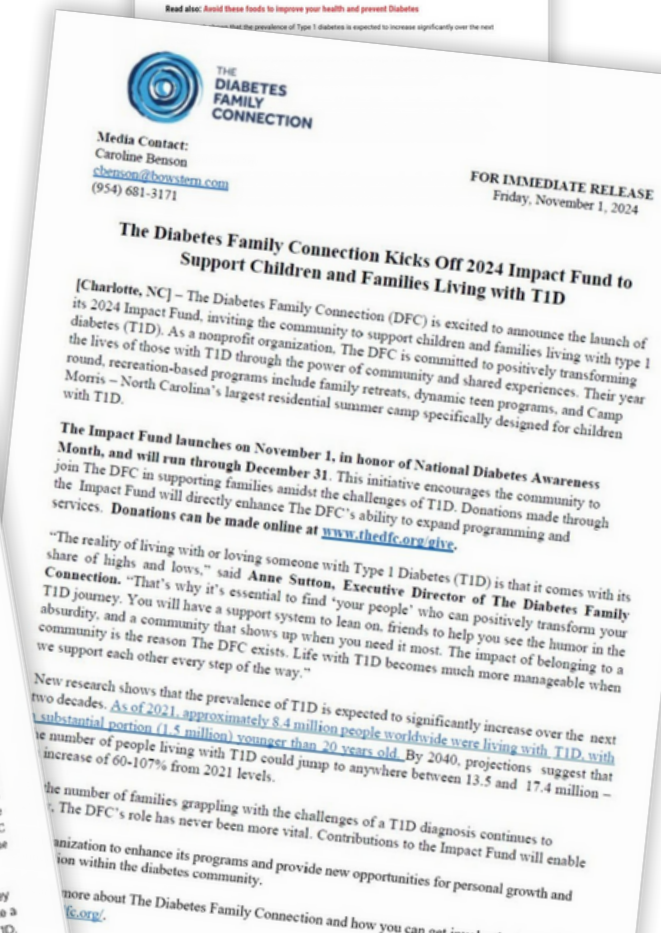
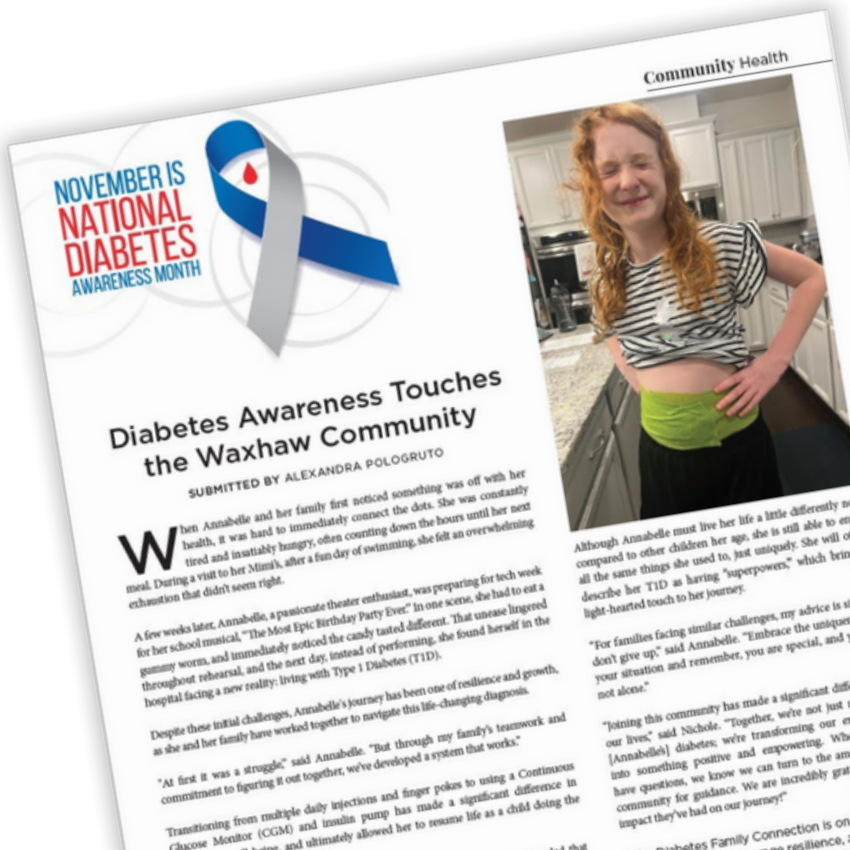
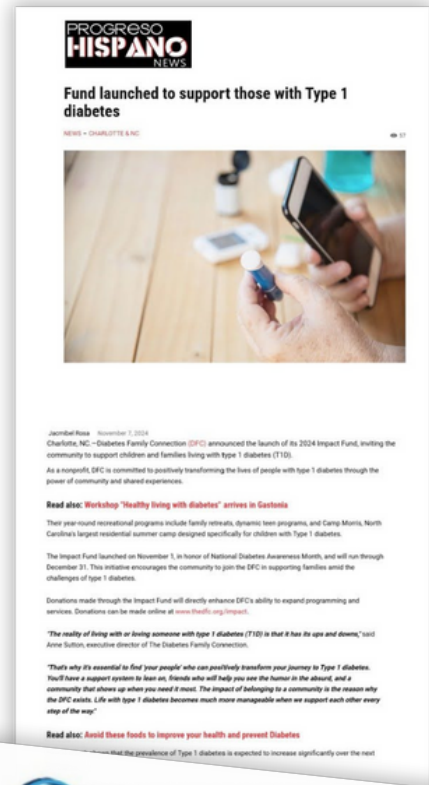
Instagram Post	
Impressions	342
Reach	256
Engagements	6
Engagement Rate (per Impression)	1.8%
Facebook Post	
Impressions	125
Reach	118
Engagements	2
Engagement Rate (per Impression)	1.6%

 thediabetesfamilyconnect... Sun 12/29/2024 7:16 am EST	 TheDiabetesFamilyConnec... Sun 12/29/2024 11:25 am EST	 The Diabetes Family Conn... Sun 12/29/2024 9:44 am EST	 The Diabetes Family Conn... Tue 12/31/2024 10:53 am EST	 thediabetesfamilyconnect... Tue 12/31/2024 10:45 am EST	 TheDiabetesFamilyConnec... Tue 12/31/2024 9:50 am EST																																																
Meet Jeremy, our new Camp Medical Director! With his experience and passion for supporting the diabetes community... 	Meet Jeremy, our new Camp Medical Director! With his experience and passion for supporting the diabetes community... 	Meet Jeremy, our new Camp Medical Director! With his experience and passion for supporting the diabetes community... 	Thank you to everyone who participated in the Impact Fund campaign! Because of you, we've been able to raise \$44,977 to... 	Thank you to everyone who participated in the Impact Fund campaign! Because of you, we've been able to raise \$44,977 to... 	Thank you to everyone who participated in the Impact Fund campaign! Because of you, we've been able to raise \$44,977 to... 																																																
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PUBLIC RELATIONS

2024 PR Efforts

- Best Version Magazine Article
 - Coordinated testimonials with DFC family
 - Drafted article for submission: **Diabetes Awareness Touches the Waxhaw Community**
- 2024 Impact Fund
 - Drafted press release: **The Diabetes Family Connection Kicks Off 2024 Impact Fund to Support Children and Families Living with T1D**
 - Pitched press release to regional media outlets



DIGITAL ADVERTISING

Boone Camp to Community

August - September 2024

Meta Ad Campaign

217K IMPRESSIONS

991 AD CLICKS

\$0.55 COST-PER-CLICK



Impact Fund

November - December 2024

Meta Ad Campaign

111K IMPRESSIONS

1.9K AD CLICKS

\$1.76 COST-PER-CLICK

Google Ad Campaign

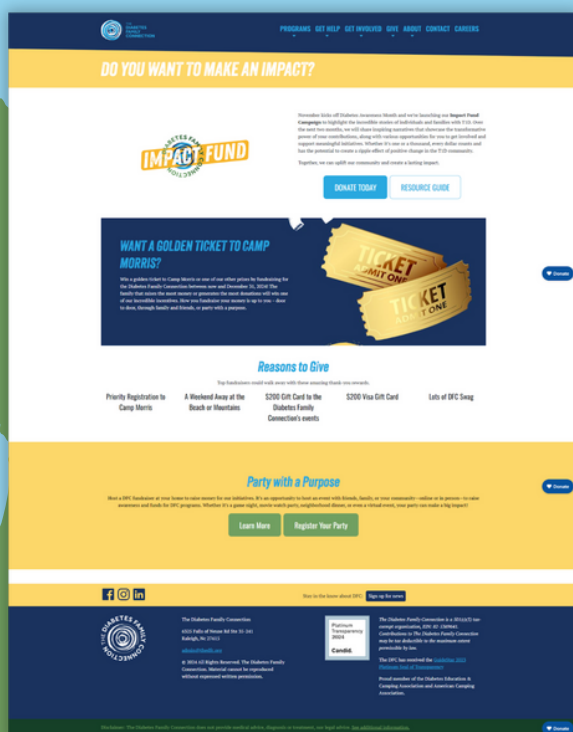
45K IMPRESSIONS

486 AD CLICKS



From November 1 to December 31, we invited our communities to participate in the DFC Impact Fund to continue offering vital programs to families with type 1 diabetes. The contributions to the DFC Impact Fund allows us to provide life-changing experiences, resources, and community support to more families across North Carolina. With this help, we can reach even more people in need and ensure they have the tools, confidence, and network to navigate life with T1D.

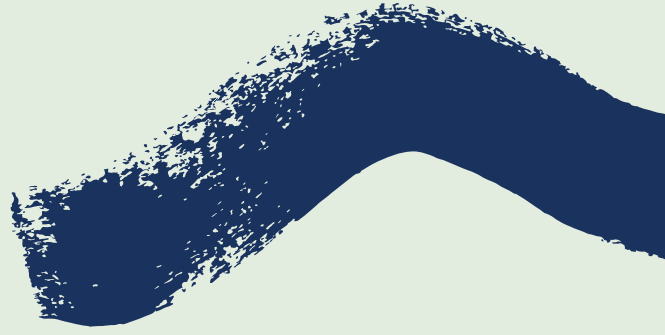
WE RAISED \$69,707.16



We engaged our community by:

- Creating a website landing page
- Launching a digital ad campaign
- Sending multiple email blasts
- Posting on social media

CORPORATE SUPPORT



\$196,000 IN CORPORATE SUPPORT

\$60,000 IN GRANT FUNDING

including Novo Nordisk and New Venture Fund with Lilly Diabetes and Hemsley Trust

OVER \$96,000 IN INDIVIDUAL DONATIONS

HEALTHCARE PARTNERS



Our Medical Volunteers come from:

Cone Health, UNC Health, Wake Med, Duke Health, Atrium Health, Novant Health

INDUSTRY PARTNERS



CAMP TO COMMUNITY EDUCATION SPONSOR

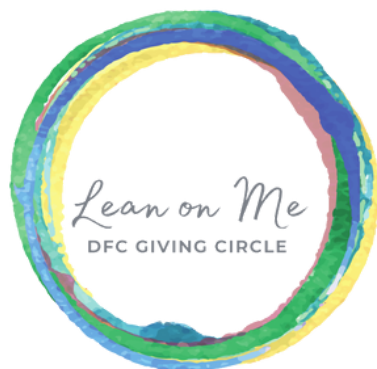


CAMP TO COMMUNITY BOONE PRESENTING SPONSOR



THANK YOU TO OUR GENEROUS SUPPORTS

In 2024, The Diabetes Family Connection transformed the lives of nearly 1,000 families affected by type 1 diabetes. Thanks to the incredible generosity of The Lean on Me Giving Circle, Memorial Fund Donors, and compassionate supporters like you, families embarked on life-changing adventures that nurtured confidence, resilience, and unwavering support. Through authentic connections, a chronic illness turned into a powerful community of lifelong belonging, where hope, strength, and positivity flourished. Thank you!



Karen and Christina Morris-Andronache
David Morris
The Day Family

Ashley Melissa Health Memorial Fund

In honor and memory of Ashley Melissa Heath from her loving family, Dr. Richard E. Heath, Jr. and Mrs. Cherryl A. Cartledge Heath, Leslie Heath Nelson-Bernier, Gary S. Bernier, Carter H. Nelson and John Hunter Nelson

David Damiani
Amanda Daniels
Deborah Dibbert
Lesley Douglas
Suzanne Eden
Sarah Fletcher
Elizabeth Gall
Holli Gall
Celeste Hall
Lusha Kaufmann
Courtney Miller
Aime Mitchell
Leslie Nelson - Bernier
Barry Richards
Misty Spong
Elizabeth Saye
Jennifer Wright

Jeff Hardin Memorial Fund

Margaret Baucom
Micheal & Deane Baucom
Tricia Baucom
Brenda Carter
Madison Daniel
William and Ercel Duncan
Joseph Ellis
Ann Grayson
Rheba Hamilton
Iris Hardin
Vanghi Hardin
Mike Hatley
Philip and Susanna Hickman
Dolores Huffman
Cathy Kiker
Nellie & Martin Love
Abby Martin
Piedmont High School
Bonnie Seay
Ann & John Simmons
Bobby & Martha Simmons
Jackie Simpson
Carole Snodgrass
Sandy Mush Baptist Church
Vanghi Trull
Jean Rollins

THANK YOU TO OUR GENEROUS DONORS

At The Diabetes Family Connection, every child's dream of belonging to a community is made real thanks to the generosity of our donors and volunteers. With their support, we can subsidize every child's camp cost, ensuring that financial barriers never stand in the way of a transformative experience. To all who make this possible, we are profoundly grateful.

Anonymous 10 gifts
Alexa & Harman
Diane & Lewie
Deanna Adkins
Mark Albert
Hannah Albert
Robyn Albert
Katie Albert
The Albert Family
Kenneth Ayers
Sandy Mush Baptist Church
Ellen Barber
Emily Barger
Brian & Elizabeth Barger
Micheal & Deane Baucom
Margaret Baucom
Tricia Baucom
Leslie & Gary Bernier
Jessica and Joel Booker
The Palmer Brown Tribe
Michelle Bravo
Elizabeth Brazil
Charles Bridges
Lucy Brow
Rachel Brown
Andrea Brunsvold
Sherry Burchett
Blair Burns
John and Mary Camp Foundation
Raleigh Pool LLC. Candler
Brenda Carter
Doug Chananie
Nicholas Chiarello
The Chiavetta Family
Kelly Christ
Jae'Lnn Connor
Katherine Corley
Cara Cortazzo
Jennie Costner
David Damiani
Amanda Daniels
Lindsey Davis
Stephen Davoust
The Day Family
Deborah Dibbert
Catherine Dickens
Lesley Douglas
Lisa Dudzik
Karen Dunaway

William and Ercel Duncan
Keller Earnst
Suzanne Eden
Lesley Edwards
Joseph Ellis
Naomi Eccles' Family
William & JoAnne Findt
Kate Fitzgerald
Frank & Kathleen Fitzgerald
The Fitzgeralds
Sarah Fletcher
Addisen Freeman
Robert Gall
Bert & Anna Bell Gall
Wayne Gall
Brandon & Holli Gall
Elizabeth Gall
Jason Geer
Chad Gilbert
The Gilberts
The Giovannini Family
Patricia Grady
Ann Grayson
Jeff Greene
Jonathon Gusew
The Guy Family
Katie Hall
Celeste Hall
Rheba Hamilton
Iris Hardin
Vanghi Hardin
Mike Hatley
Diana Herron
Philip and Susanna Hickman
Piedmont High School
Caitlin & Dan Hirschman
Genelle Hix
Monica Hix
Jane Holroyd
Lance Hoover
Lisa Hoover
Sarah Howard
Dolores Huffman
Eurofins Human Factors MD
The Hunter Family
Rosemary Irion
Kathryn Johnson
Evan Jones
Holly Karleskint
Firas Kassab

Lusha Kaufmann
Alison Kendrick
Cathy Kiker
EllaKroger
Warren Kurtzman
Tine Labunski
Jean Litton
Amy Losordo
Laura M Orsban
Gail Machilek
John Mango
Lori Manning
Abby Martin
Mimi and PawPaw McDowell
Mason McDowell
Seth McKee
Rebecca McKinnon
Buz & Kathy Mertes
Courtney Miller
John Miller
Diana Miller
Barbara Minges
Aime Mitchell
Karen and Christina Morris-Andronache
Dick & Paris Muchanic
Leslie Nelson Bernier
Luke Nesbitt
Emily Oatis
Miguel Paludo
Oriana Palumbo
Thomas Pantino
Thomas Pantino
Brandie Parrish
Trudi Peters
Roger Pettis
Grammy & Grandpa Piper
Amy Pittinaro
Mary Plevnia
Kara & Bill Raynor
Barry Richards
Elizabeth Richardson
Hunter Rogers
Jean Rollins
Katie Romeo
Jeff Russell
The Russell Family
Elizabeth Saye
Walter Schreiner
Bonnie Seay
Grayson Shallo

Angela Siler
Angela Siler Moore
Ann & John Simmons
Bobby & Martha Simmons
Jackie Simpson
NeeraS kurky
Carole Snodgrass
Misty Spong
Leah Spurlock
Elizabeth Stoeber
Catherine Sutton
TheSutton Family
Lauren Sytz
Gregg Thaller
Joye Thaller
Glenn & LisaThaller
Daniel Thaller
Jessica B Thaller-Moran
Justin Thomas
Kristin Tomlinson
Vanghi Trull
Margaret Vimmerstedt
Mary & Theodore Wahl
Carolyn Walter
Charlotte and John Watson
Anne Weaver
Amanda White
Abigail Widmer
Boyd & Anita Wilson
Karin Woie
Jennifer Wright
Kirsten Wrinkle
JR and MR Young

*All donors listed have given 100.00 or more

SOCIAL GRAPHICS

