

Lace Up for Diabetes Fundraising Toolkit



Thank you for Lacing Up to make a difference

This September you are joining thousands of Canadians who are Lacing Up to raise awareness and funds for Diabetes Canada. Challenge yourself to complete 2 hours of activity on your own time, at your own pace. You can walk, run, ride, dance or move your kilometers in 2 hours, 2 days, 2 weeks – it's your virtual 10K, do it your way!

Did you know...

- **Every 3 minutes** another Canadian is diagnosed with diabetes
- **1 in 3** Canadians – 11 million – have diabetes or prediabetes
- **6 million** Canadians live with prediabetes
- **1.5 million** Canadians have type 2 diabetes and don't know it

Thank you for Lacing Up to help make a difference in the lives of the 11 million Canadians living with diabetes or prediabetes. In the wake of the COVID-19 pandemic, there is no question that it has been a challenging year. We are hoping this virtual event will ignite your energy and offer something exciting to look forward to this fall!

Diabetes Canada knows that donations are a demonstration of trust – trust that we'll use the very most of every dollar received to help Canadians with diabetes to live healthier lives, and to enable researchers in their quest to find a cure.

Because of generous community leaders like you, we can raise awareness and funds for the people who need them.

On behalf of everyone at Diabetes Canada, and all 11 million Canadians living with diabetes or prediabetes, thank you.

Lace Up Team
Diabetes Canada



Step by Step Guide to Lace Up

Ready to get started? It's easy, follow these steps:

Step 1: Join



1. Choose how you want to participate, start a team, join a team or on your own
2. Complete the online registration form
3. Access your participant centre and customize your fundraising page

Step 2: Share



Now that you have access to your participant centre, you can personalize your fundraising page, set up goals and follow these suggestions to spread the word about how you are Lacing Up this September.



3 Easy Steps to Raise \$500



Step 3: Change Lives

The funds you raise will support diabetes Advocacy, Research and Education.

Advocacy

- By advocating on behalf of all Canadians affected by diabetes to governments, schools and workplaces.

Research

- By investing in world-class diabetes research, supporting innovative scientists and clinicians in Canada in their quest for new treatments, and ultimately a cure.

Education

- By educating healthcare professionals with continuing professional development and Clinical Practice Guidelines; and investing in prevention programs and self-assessment tools to help people reduce their risk of diabetes.



Step 3: Celebrate



You're a Super Star! You've Laced Up and raised funds and awareness on behalf of 11 million Canadians living with diabetes or prediabetes. Here's how your hard work is changing lives every day:

- **\$50** - Provides 25 health-care professionals with tool kits to help their patients understand diabetes and its management.
- **\$150** - Provides up to 75 people with support for questions related to diabetes management, programs, and services.
- **\$200** - Sends one child to our diabetes summer camps for a day to learn about diabetes self-management.
- **\$500** - Funds a diabetes research lab for half a day, bringing us closer to finding a cure.

Now it's time to Celebrate our achievements! On September 27th we will gather virtually to recognize the thousands of Canadians who have joined Lace Up for Diabetes and helped raise funds and awareness for diabetes.

Thank You!

Diabetes Canada wants to sincerely thank for bringing a community together to help the 11 million Canadians living with diabetes or prediabetes.

Please Contact Us at laceup@diabetes.ca if you have any questions, we are here to help!



Thank You for Lacing Up this September!



Thank you to our sponsors:

