

DIABETES
CANADA

LACE UP
TO END DIABETES



Lace Up to End Diabetes

Fundraising toolkit

laceup.diabetes.ca



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. Visit laceup.diabetes.ca or download the Lace Up app to Join.
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.

Post with #LaceUpYourWay and tag @DiabetesCanada to be featured on our social media!

Personalize your fundraising page

Make a self donation

Share on social media

Email your social circle

Thank your teammates and donors

Monitor and share your progress

Tell everyone why you are Lacing Up

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.



3 Easy Steps to Raise \$500



STEP ONE

Kickstart your fundraising
Donate \$50 yourself



STEP TWO

Email 10 family and friends
(10 x \$25 = \$250)



STEP THREE

Share on social media
(8 x \$25 = \$200)

= YOU HAVE RAISED \$500

Step 4: Celebrate

You're a Super Star! You've Laced Up and raised funds and awareness on behalf of the 1 in 3 Canadians living with or at risk of diabetes or prediabetes. Here's how your hard work is changing lives every day:

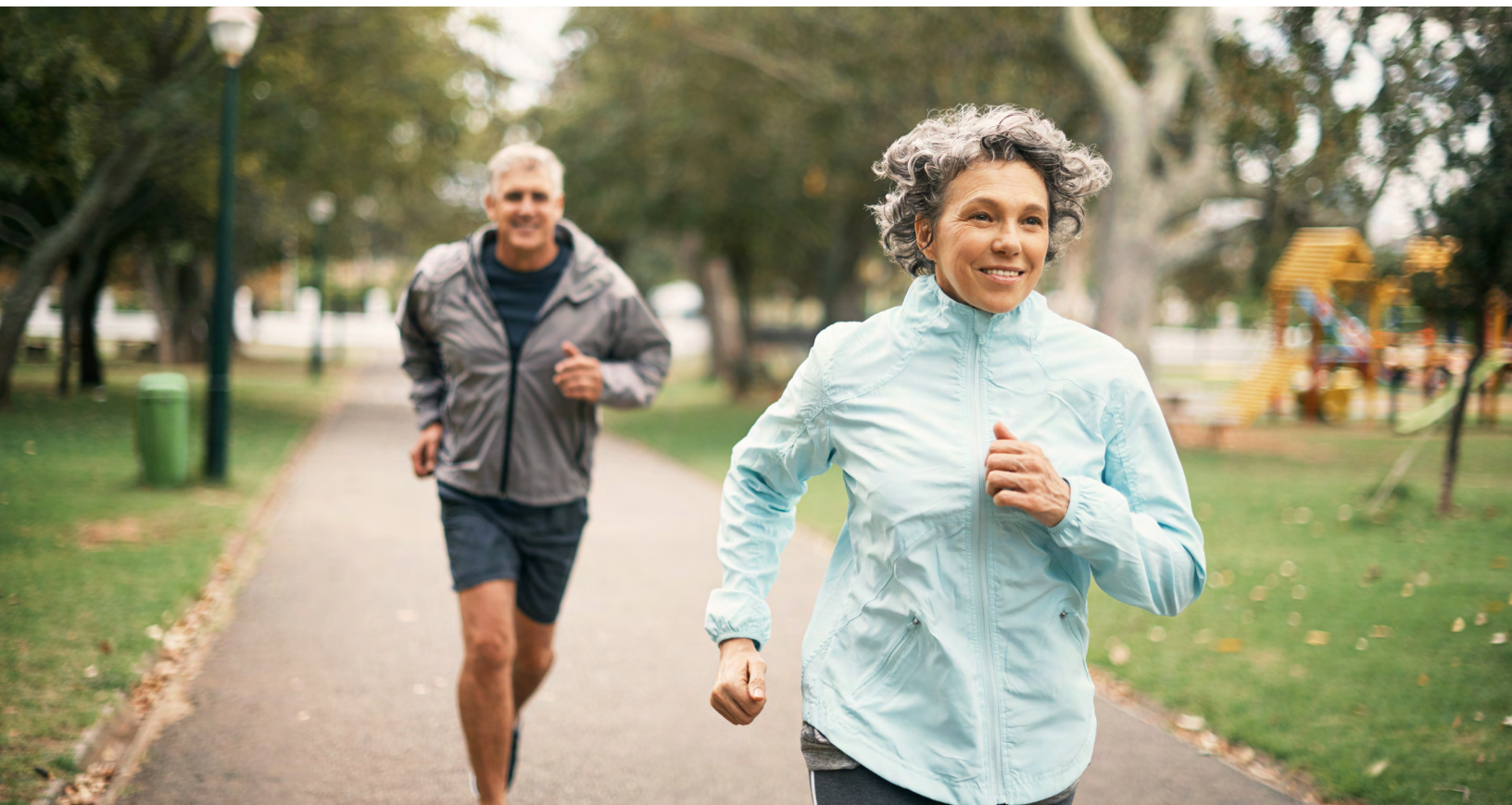
\$50 - Provides 25 health-care professionals with tool kits to help their patients understand diabetes and its management.

\$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! Join us on Sunday, September 25 to celebrate Lace Up Day on social media and recognize the thousands of Canadians who participated in Lace Up to End Diabetes.





Download the Lace Up App

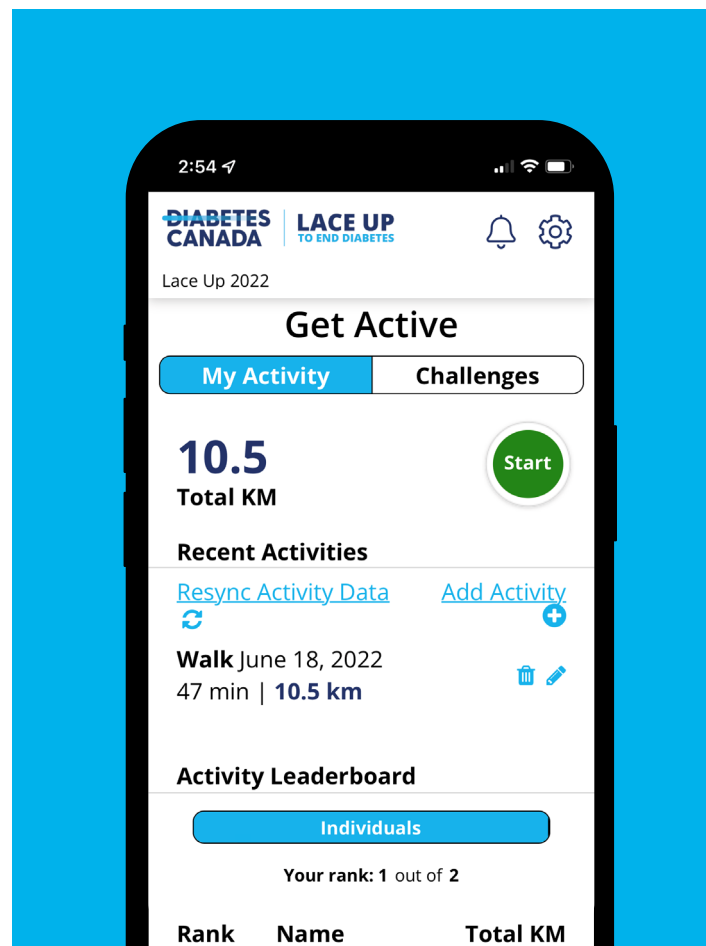
Get it on Google Play or the Apple Store

New in 2022! The Lace Up app is the easiest way to update your fundraising page and share the fun with friends, family and colleagues.

Download it today on [Google Play](#) or the [App Store](#). People who fundraise with the app raise an average of 3.5x more – that’s 3.5x more impact for people affected by diabetes or prediabetes.

Why Lace Up on the app?

- Use it on your phone, tablet or with your smart watch
- Share your progress with a couple taps by email, text or on social media
- Earn achievement badges exclusive to the app
- Join new activity challenges as you go





Thank you for Lacing Up this September!

If you have any questions, please contact us at
laceup@diabetes.ca