

OUR IMPACT IN

2024

DiABETES UK
KNOW DIABETES. FIGHT DIABETES.



Annual report and accounts

AMBITIOUS FOR CHANGE



Colette Marshall
Chief Executive



Dr Carol Homden CBE
Chair

Welcome to Diabetes UK's 2024 annual report and accounts. The following pages are packed with stories of the impact we as a community made this year. So many people make up the charity: people with and at risk of diabetes, supporters, volunteers, healthcare professionals, researchers, partners and colleagues. We're proud to share our collective achievements and ambitions for the future.

This year, UK data revealed an alarming rise in the number of people under 40 developing type 2 diabetes, especially in those from Black and South Asian backgrounds and people in our most deprived communities. This is a shocking development and, as complications tend to be more aggressive in these people, swift action is absolutely vital. That's why, ahead of the general election, we took the opportunity to compel incoming decision-makers to prioritise diabetes prevention and care. We'll continue to work tirelessly to push diabetes up the health agenda in 2025.

In June, we revealed the annual UK healthcare cost of diabetes complications has topped £6 billion. However, the figures showed that front-loaded investment – such as in diabetes technology – saves money further down the line. This adds a clear economic argument to prioritise prevention, support after diagnosis, and annual checks for everyone living with diabetes.

My family make plans around my diabetes, without even asking me.



Investment in diabetes research also continues to be key to driving impact. The incredible areas of progress in diabetes care in recent years – particularly remission from type 2 and hybrid closed loop technology – stem from research. And now, immunotherapies to treat the root cause of type 1 diabetes are starting to become a reality. We are hopeful we'll start to see people getting access to a UK-licensed immunotherapy in 2025, and our long-standing investment in this area of research is paving the way for rapid progress in its wake.

A real watershed moment for us this year was the start of our work to raise awareness of the stigma associated with diabetes. This really

gained momentum when we invited people with diabetes to send us their day-to-day experiences of stigma. We were inundated with stories, and shocked by what they revealed. We'd expected to be tackling issues around public opinion and health system bias, which we will, but people told us that stigma from friends and family hurts the most and is widespread.

I didn't realise how much my sister's family judged me until they came round, and told me I should walk more.



My family will say, 'do you have to do that right now', when my insulin alarm goes off.



These insights shaped 'If You Knew', our first stigma campaign, and informed a session at the Diabetes UK Professional Conference, where we started the conversation about stigma and bias with healthcare workers and researchers.

We're totally committed to the work in this area because we believe it's critical to the future of diabetes care. Entrenched stigma and misconceptions have held diabetes back as a healthcare and research priority. Shame and guilt are holding people back from living life to the fullest. It has to stop, and we won't stop until it does.

Finally, we want to send a huge thank you to the whole diabetes community who work phenomenally hard year in, year out. Reading this report, people should feel really proud of what's been achieved together and excited about what we'll do next to realise our ambition of a world where diabetes will do no harm.



OUR IMPACT AT A GLANCE

Together, we changed lives in 2024. Here are some highlights.

OVER 131,000

contacts requesting help and information through our Customer Care Centre. We also had over 574,000 forum visitors.

£4 MILLION

invested into 17 new research projects exploring all types of diabetes and its complications, bringing the total value of our active grants to over £45 million.

OVER 12,000

people were recruited into clinical trials and studies funded by us.

OVER 20,000

new users registered for Learning Zone, taking the total to over 190,000.

563,000

people reached through our World Diabetes Day campaign, and over 250 stories from people with lived experience.

AN ADDITIONAL £392,000

was secured for diabetes research through working in partnership.

OVER £1 MILLION

committed to new research into beta cell therapies for people with type 1 diabetes, through the Type 1 Diabetes Grand Challenge partnership.



OVER 349,000

people completed our Know Your Risk tool to find their risk of developing type 2 diabetes.

32%

of people who completed NHS England's Path to Remission programme, which we campaigned for and was informed by Diabetes UK funded research, put their type 2 diabetes into remission

99

people living with diabetes sat on committees and panels to help us make decisions about our research.

OVER 7,000

healthcare professionals signed up to our CPD e-learning platform in 2024, bringing total number of registered learners to over 20,000.

87%

of people using Learning Zone have said that it has helped improve their confidence in managing their diabetes.

OVER 300

new research articles in academic publications acknowledged our funding.

OVER 500

experts from over 100 institutions worked on Diabetes UK-funded projects to improve diabetes care and get us closer to preventing and curing the condition.

THANK YOU

Our supporters continue to amaze and inspire us with the incredible ways they have fundraised for us over the past year. Thank you for continuing our journey together to create a world where diabetes can do no harm. Without you, our work quite simply wouldn't be possible.



Douglas Robertson

The wonderful Douglas took part in Wellness Walk London Bridges at the end of September – at the age of 91! He took the 10 mile walk and the fundraising in his stride, raising **£600** in memory of his partner who passed away from diabetic ketoacidosis (DKA). Douglas was our oldest participant, but that didn't stop him walking the whole route without stopping, as he wanted to share awareness of DKA to increase knowledge.



Daniel Fairbrother

In 2024, Daniel attempted to beat the world record for 'the fastest marathon carrying a household appliance (white goods)' at the London Marathon, for his best friend Sam, who lives with diabetes. While training with his fridge Tallulah, police stopped Daniel as they thought he'd stolen her! After an explanation, Daniel was released. Their story spread in the press, with appearances on BBC, Sky News, Good Morning Britain and the One Show to name a few. Daniel raised over **£12,000** – incredible!

Gail Walker

Gail fundraised for us in memory of her late brother, Gary White. Gail raised an amazing **£6,437** back in April, by holding a fundraising night marking the first anniversary of Gary's passing, and then a bingo event in November raising a further **£2,318**. She is a true inspiration as she has put so much into both raising awareness of diabetes and much needed funds, while going through such a traumatic time as a family. Gail has put her heart and soul into what she does for our charity, thank you.



Ros

Ros, a 21-year-old content creator, hosted Build by Build, a creative Minecraft event raising **£3,015** for us. Diagnosed with type 1 diabetes two years ago, Ros combined her passion for gaming and her mission to raise awareness of the condition. Held from 8 to 17 July, the event inspired a vibrant community to support our important cause. Thank you Ros, for your creativity and dedication, your efforts make a real difference!

THANK YOU



Scamp and Dude

Huge thank you to the ongoing support we receive from Scamp and Dude and beauty guru Caroline Hirons! They raised a massive **£19,570** in 2024 through their Swag Bag for Purpose campaign, donating funds from each bag sold to Diabetes UK. Caroline chose to support us in honour of her husband who was diagnosed with type 1 diabetes, designing a stylish bag that supported our cause as well! We couldn't be more grateful!



Shane Fardon

Shane was diagnosed early in 1961 at just 7-months old. At the time, his parents knew nothing about diabetes and turned to us for support. Throughout his life, Shane was fiercely committed to Diabetes UK and the people we support, as a long-term member, friend and advocate. Sadly, Shane passed away in February and kindly included a gift in his Will to us as **"a gift from our generation to the next"**. We are forever grateful for Shane's unwavering support and extend our heartfelt sympathies to his family.

Lisa Sutton and her husband Marcus

Lisa was diagnosed with type 1 diabetes in 2023, at age 54, following a routine GP fitness check. Her diagnosis inspired Lisa and Marcus to take on the challenge of walking from Land's End to John O'Groats to fundraise and raise awareness of the importance of booking that overdue GP check. They walked 1,114.7 miles in 79 days, raising an incredible **£6,419**! Raising awareness, chatting with many people en route and featuring on local BBC News and the 'WE ARE T1D PODCAST', they are truly amazing ambassadors!



Kirstin Cushnie

In July 2022, Kirstin's daughter Isla was diagnosed with type 1 diabetes and it came as a massive shock. Kirstin went on to take part in Swim22 2024 to raise awareness, and to fundraise towards finding a cure. When nearing her original distance of 22 miles, Kirstin's page total had far exceeded her expectations, so she went on to complete the full 44 miles! A huge thank you Kirstin for raising an amazing **£1,269**.

THANK YOU



Individuals

We'd like to thank our dedicated and committed philanthropists and their families, members of our Banting Circle and Reith Lawrence Circle, who generously support us each year.

Together they have joined forces to create a better life for people with and at risk of diabetes. We couldn't do it without you, thank you. We couldn't achieve the incredible things we do, without your consistent and dedicated support.

Kip and Alison Bertram
Shaun and Jennie Bowler
Mr Donald Burt
Mr David Dupont
Mr Bryan Jenkins
Mr and Mrs Trevor and Evie Pitman
Mike and Angie Rutherford
David and Christine Thorp
Mr Paul Plewman
Mr Graeme Clark
Jane and Tony Smith

Corporate partners

Abbott
Amarin UK
AstraZeneca UK Ltd
Boehringer Ingelheim Limited
Dexcom
Eli Lilly
Next PLC
Novo Nordisk Ltd

Places for People
Sanofi UK
Slimming World
Tesco
The Drapers' Company
The Insurance Surgery
Xpert Workwear

Trusts and foundations

AN McKechnie Foundation
Apex Fund & Corporate Services (UK) Ltd
Cancer Research UK
Catteralls Solicitors
Cecil Pilkington Charitable Trust
Colton Trust Ltd
Genesys Legacy Project Ltd
Hospital Saturday Fund
Lidbury Family Trust
Lloyds Bank Private Banking
Ludlow Trust Company Ltd
Masonic Charitable Foundation
Moondance Foundation
Mukul Madhav Foundation UK
Pilkington Charities' Fund

ShareGift
Steve Morgan Foundation
The Access Foundation
The ALLIANCE and Mental Health Foundation
The Corton Hill Trust
The Foster Wood Foundation
The Joseph & Lena Randall Charitable Trust
The National Lottery Community Fund Northern Ireland
The RS Macdonald Charitable Trust
The Second Joseph Aaron Littman Foundation
The Simon Gibson Charitable Trust
Tarrisse Murphy Foundation
The Johnson Family Trust

Regional and national partner organisations

All volunteers, fundraisers and supporters
Action Mental Health
Age UK
Aware
Bedford, Luton, Milton Keynes, BSol, and Mid & South Essex ICB
Callaloo Club Waltham Forest
Cardiff Council
Connected Voices
Faizan e Islam Mosque
Inverclyde Health and Social Care Partnership
Leyton Orient Trust
Multicultural Network Wales
NACRO Wales
National Lottery Community Fund
NHS England Midlands and East of England
NHS Scotland and associated partners
Natural England

Northern Ireland Ambulance Service
North West Children & Young People Transformation Programme, NHS England
One You Kent
Richmond and Wandsworth Councils
Rotherham United Football Club
Scottish Diabetes Group
Scottish Professional Football League Trust
Somerset and Gloucestershire NHS Diabetes Prevention Programme providers
South Yorkshire ICB
St Michael's Hospital, Bristol
Turning Heads
University of Oxford Centre for Research Equity – NI Partnership
Valley Veterans
Western Diabetes Group

DiABETES UK

KNOW DIABETES. FIGHT DIABETES.

Diabetes UK
Wells Lawrence House
126 Back Church Lane
London E1 1FH

Call 0345 123 2399
Email info@diabetes.org.uk

 /diabetesuk
 @DiabetesUK

diabetes.org.uk

The British Diabetic Association operating as Diabetes UK, a charity registered in England and Wales (no. 215199) and in Scotland (no. SC039136). A company limited by guarantee registered in England and Wales with no. 00339181 and registered office at Wells Lawrence House, 126 Back Church Lane London E1 1FH. © Diabetes UK 2025. 102095EINT.



Registered with
**FUNDRAISING
REGULATOR**