

**OUR IMPACT IN**

**2025**

**DiABETES UK**  
KNOW DIABETES. FIGHT DIABETES.

Annual report and accounts



# CONFIDENCE TO CREATE CHANGE



The world can feel chaotic right now. And in times of change, you either retreat back to what's comfortable, or you feel the fear and push your boundaries. In 2025, powered and inspired by our incredible diabetes community, we pushed. We found the confidence to be bolder than ever before, and in this report you'll see how that has created positive change for people with and at risk of diabetes.



**Colette Marshall**  
Chief Executive

*Colette Marshall*



**Dame Carol Homden DBE PhD**  
Chair

*Carol Homden*

## Major policy progress

In 2025, we helped land a crucial commitment from UK Government and NHS England to people newly diagnosed with conditions such as diabetes.

Our concept was that people should be automatically connected to a specialist charity, like us, straight after getting a diagnosis. Having access to quality education, information and support from the get-go is vital for living well with all types of diabetes.

This idea was soon supported by organisations across the voluntary sector, and we amplified our influence as part of the Richmond Group of charities. In July, 'Diagnosis Connect' – a system to signpost anyone newly diagnosed with a long-term

condition to a specialist charity – was included in the 10 Year Health Plan for England along with other positive commitments for diabetes care and type 2 prevention.

It was a huge moment, helped by the fact we'd published statistics in February showing the true scale of diabetes. When you say "one in five adults now live with diabetes or prediabetes in the UK", people in power sit up and listen.

There's a clear shift happening. At last, diabetes is seen as an issue of national significance. We've been the driving force and now we'll make sure that greater attention continues to fuel real change, especially in social policy. Right now, positive changes in areas such as the food environment and the health impacts of poverty are moving too slowly.

## Collective hope

At Diabetes UK, we believe in the power of bringing people together in our shared mission, and two collaborations really stood out for us this year.

The first was our Community Organisations Advisory Committee (sponsored by Lilly UK, see page 13). Launched this year, COAC connects us with 11 grassroots organisations working with the UK communities most harshly impacted by type 2 diabetes. Several members told us that they've sat in a lot of committees and this is the first one in which they're getting as much out of it as we are, and we are deciding what to work on, together. This deep collaboration is absolutely essential to tackling diabetes inequity.

The second was the Type 1 Diabetes Grand Challenge, our groundbreaking research partnership with the Steve Morgan Foundation, Diabetes UK and Breakthrough T1D, which entered its third year with remarkable momentum. What began as an ambitious vision is now generating real breakthroughs. New scientific discoveries are emerging, fueled by powerful collaborations across the UK and internationally. Together, these efforts are accelerating the development of new treatments for type 1 diabetes with the potential to transform how the condition is managed and, one day, cured.

## Driven by community

In 2026, we begin work under our ambitious new strategy. The research landscape and the recent progress we've made inspires us that what seemed impossible is now within reach.

And at the heart of it all is the incredible drive and leadership among the diabetes community. It's the person who rallies their friends to raise money for us, the diabetes nurse who improves their little bit of the system and the scientist who asks that extra question. It's the person who tells their story of stigma to raise awareness, the MP who sticks their neck out, the colleague who thinks outside the box and the volunteer who speaks with passion. It's the collective effort that makes all of this possible.

Thank you so much for your support. Please join us in making the next five years count for everyone affected by diabetes.

# OUR IMPACT AT A GLANCE

Together, we changed lives in 2025. Here are some highlights.



**NEARLY 6 MILLION**

people visited [diabetes.org.uk](https://diabetes.org.uk)

**OVER 620,000**

people visited our online forum for support.

**£4.1 MILLION**

was committed to **20** exciting new research projects across all types of diabetes and their complications.

**4.5 MILLION**

people saw our Strike Out Stigma campaign, an estimated **3.5 million** via London Underground adverts and 1 million through our online campaign.

**OVER 7,650**

healthcare professionals signed up to our e-learning to strengthen their knowledge and skills, taking the total to almost **28,500**.

**OVER 97,000**

contacts requested help and information through our Customer Care Centre.

**OVER 15,500**

people volunteered for clinical trials and research studies funded by us.

**OVER 300**

peer-reviewed scientific papers were published about discoveries funded by us.

**£678,000**

committed to new beta cell therapy research, through the Type 1 Diabetes Grand Challenge.

**OVER 230,000**

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

**£1 MILLION**

was invested in Together Type 1 – helping young people connect, feel confident and change healthcare.

**199,800**

registered users now being reached on Learning Zone, including **123,790** newly diagnosed people.

**1.25 MILLION**

diabetes learning activities completed in Learning Zone since 2018.

Since the new Learning Zone launched in 2025:

**88%** of users say Learning Zone courses have improved their diabetes knowledge.

**83%** say they improved their diabetes confidence.

**95%** of HCPs say they would recommend Learning Zone.



# THANK YOU

Our supporters continue to inspire us with the incredible ways they fundraise. Thank you for being part of our journey towards a world where diabetes can do no harm. Your support makes everything we do possible.



## Ameena Edwards

Ameena held a special in-memory fundraising night at her workplace, Gin Vault in Birmingham in August 2025 in memory of her mum, Charmaine, who died from diabetes-related complications when Ameena was just a baby. The event raised **£885** and aimed to raise awareness of the seriousness of diabetes. The evening featured a bake sale, raffle, diabetes-themed poetry and plenty of dancing, making it a powerful and uplifting tribute.

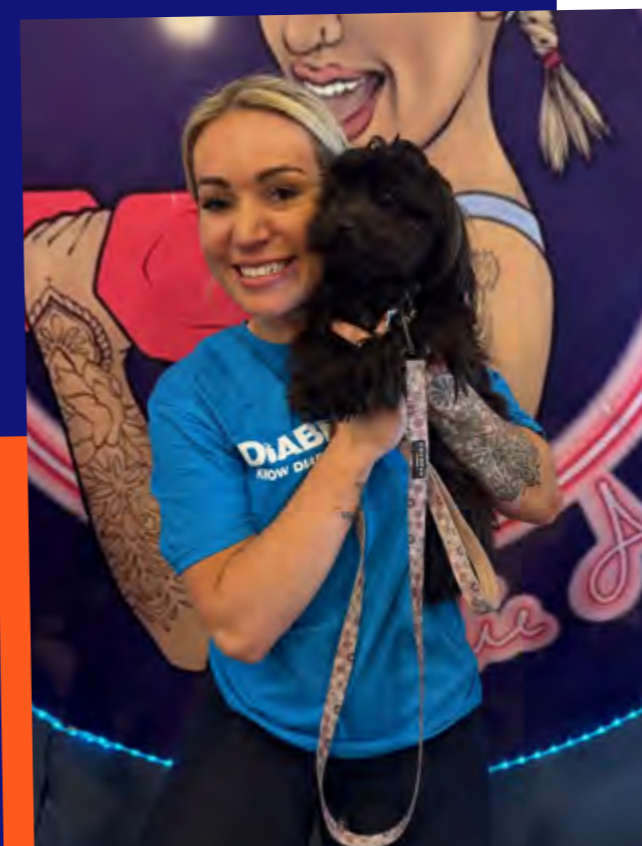
## Penny Howden

Penny was a fabulous mum to Charles, Jo and Nic, and when both Nic and Charles were diagnosed with type 1 diabetes in their early adulthoods, they quickly turned to her for guidance. Penny wanted her support to continue through a significant donation in her Will to Diabetes UK. After she sadly passed away in 2023, Nic and Charles summed up how their mum's gift made them feel, "proud". We are deeply grateful for Penny's lasting act of kindness which will help to support the next generation of people affected by diabetes. We extend our heartfelt sympathy and gratitude to Charles, Jo, Nic and their loved ones.



## Jodie Anne Fitness

In December 2025, the Jodie Anne Fitness community in Poole came together for Pedalling with Purpose, a 24-hour cycling challenge. Led by Jodie and supported by her family, friends and clients, the team raised an incredible **£1,127** for Diabetes UK. For Jodie, the challenge was deeply personal, inspired by her sister's experience of living with type 1 diabetes and a shared commitment to ensuring no one faces the condition alone.



# THANK YOU



## Abby Dennison

Abby Dennison ran the Scottish Half Marathon in August, raising **£1,000** for Diabetes UK in memory of her dad, who was diagnosed with type 1 diabetes just a year before he passed away. His death was sudden and completely unexpected at the age of 56, highlighting how serious the condition can be. Through her run, Abby wanted to raise awareness of type 1 diabetes and support Diabetes UK's work to help people manage the condition, fund vital research and prevent other families experiencing similar loss.



## Georgia Morris

Beads for Good was created by Georgia after her type 1 diabetes diagnosis. Determined to help others, she began making and selling handmade bracelets with a £100 target for Diabetes UK. Supported by her family, she went on to raise over **£2,000!** Her creativity, generosity and determination have inspired her peers, and in June 2025, she received a Special Mention in the Fundraising Volunteer category at the Chartered Institute of Fundraising Awards.

## The Pinder Family

(Mum: Rebecca, Dad: Ryan, sons: Alex, Will and Arti)

Two weeks after his second birthday in September 2022, Alex Pinder was diagnosed with type 1 diabetes. To mark his three-year diaversary, Alex and his family, Mum, Dad, and brothers Will and Arti, took part in our 62 Miles in October challenge and the Manchester Wellness Walk. Together, they raised an incredible **£1,700** for Diabetes UK, supporting vital services for people living with diabetes and celebrating Alex's remarkable journey and resilience.



## Amy Seingier

Amy took on her second Swim22 in 2025 in memory of her dad, Tony, who lived with type 1 diabetes. Having gone from barely swimming 10 lengths to an hour non-stop, Amy has found confidence, motivation and improved mental wellbeing through the challenge. She raised **£880** through her dedication to fundraising, and her story is a powerful reminder that many people living with diabetes face invisible struggles.



# THANK YOU

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.

## Corporate partners

Abbott  
AstraZeneca UK Ltd  
Boehringer Ingelheim Limited  
Corsodyl  
Daiichi-Sankyo UK  
Dexcom  
Eli Lilly and Company (Lilly UK)  
Kinetik Wellbeing  
Next PLC  
Novo Nordisk Ltd  
Places for People  
Slimming World  
Tesco  
The Drapers' Company  
UK Power Networks

## Individuals

Kip and Alison Bertram  
Shaun and Jennie Bowler  
Donald Burt  
Frank Hopkins  
Annalisa Jenkins  
Pamela Rowe  
David and Christine Thorp

## COAC organisations

Morton in the Community  
Black Thrive Haringey  
Bridging Change  
Bangla Housing  
Volunteer Cornwall  
Llanelli Multicultural Network  
SACHMA Health and Social Care  
Healthy Living Alliance  
Caribbean and African Health Network  
Connected Voice  
Southport African Caribbean Heritage Association (SACHA)

## Regional and national partner organisations

Aware NI  
Association of South Asian Midwives (ASAM)  
Camden Public Health Team  
Connected Voice  
Flagz Mas  
Forestry England  
Forward South Partnership  
Gateshead Council  
Gloucestershire ICB  
Healthy Living Alliance  
Hearing Loss Cornwall  
Inverclyde Health and Social Care Partnership  
Knowsley Chamber of Commerce  
Leicester Tigers Rugby Club  
Lions Clubs International  
Liverpool City Council  
Medway Public Health Team  
Morton in the Community  
NEC Care: Central Mersey Diabetic Eye Screening Programme  
NHS England East of England  
NHS England Midlands  
NHS Performance and Improvement  
National Diabetes Strategic Clinical Network  
NHS Scotland and associated Partners  
Optometry Wales  
Public Health Wales Tackling Diabetes Together team  
RNIB  
Scottish Ahlul Bayt Society  
Scottish Diabetes Group  
Sheppey Matters  
Shropshire, Telford & Wrekin ICB  
Turning Heads CIC

## Trusts and foundations

Bukhman Foundation  
Cancer Research UK  
Cecil Pilkington Charitable Trust  
National Lottery Community Fund Northern Ireland  
ShareGift  
Steve Morgan Foundation  
The Burdett Trust for Nursing  
The Foster Wood Foundation  
The Hospital Saturday Fund  
The Joan Wyatt Charitable Trust  
The Morgan Blake Trust  
The Second Joseph Aaron Littman Foundation  
The Simon Gibson Charitable Trust  
Tarrisse Murphy Foundation  
Terley Charitable Trust

# DiABETES UK

KNOW DIABETES. FIGHT DIABETES.

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**[diabetes.org.uk](https://diabetes.org.uk)**

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