



# Better Together.

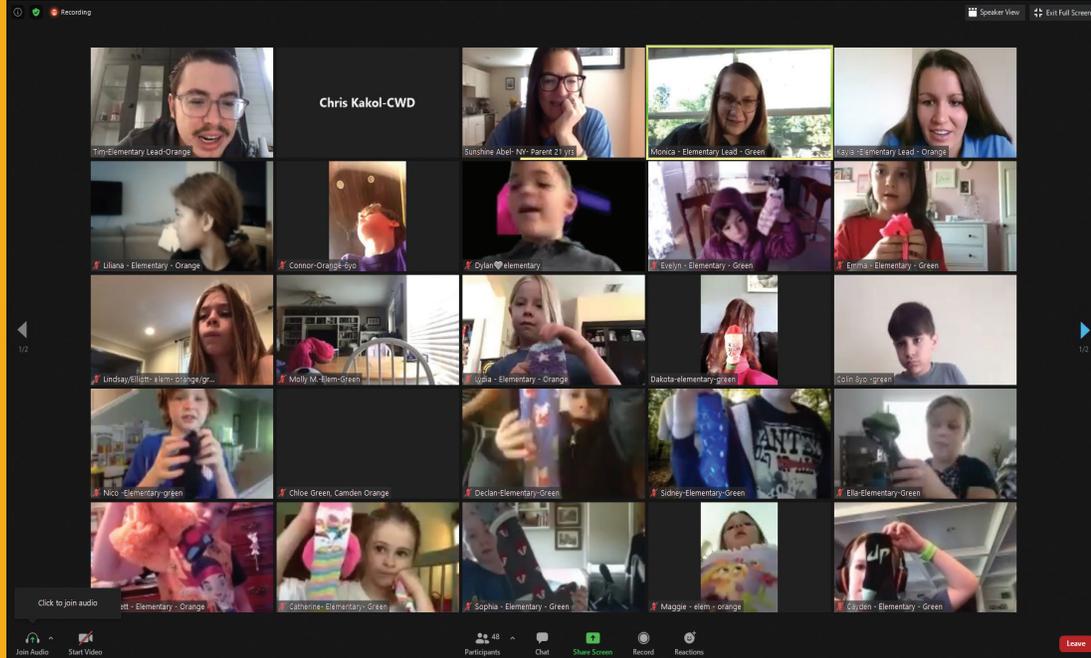
Children with Diabetes®  
**2020 ANNUAL REPORT**





# OUR MISSION

Children with Diabetes focuses on **care today**, so we are ready for a **cure tomorrow**. As a global resource, we provide **support, education and inspiration** to empower families and all people living with diabetes to enjoy healthy, enriched lives.



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# A Letter from CWD's President

*"These are the times that try men's souls."*

In 1775, Thomas Paine could scarcely have realized how true his phrase would be to those of us living in 2020, for that was a year that truly tried our souls. News reports in January hinted at a new, poorly understood illness raging in China. We watched cities there lock down and didn't truly appreciate the magnitude of what was happening. In February I attended an international diabetes conference in Madrid and watched reports from Italy of the same new illness raging there. We worried if we would get home before borders closed—a worry that was eerily prescient, for borders did close shortly after we all returned home.



So began the world's COVID lockdown.

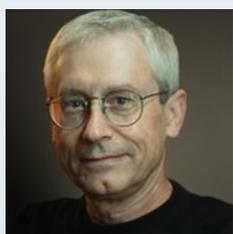
At Children with Diabetes, we were faced with an immediate challenge: how to deliver our Friends for Life Indianapolis conference, scheduled just a few short weeks later, on the weekend of March 29th. The decision was made for us: Indianapolis closed. The city closed. We had to figure out how to deliver our program of support and education to families quickly, without sacrificing the integrity of our content. With the help of our incredible faculty, aided by our support team, we put together a virtual conference with a few sessions—not ideal, but we were able to deliver a weekend program that provided education and community at the dawning of a very challenging time.

Then we were faced with what to do about Friends for Life Orlando, which was an event on a much larger scale.

While Disney World hadn't closed officially, we expected they would and began to imagine a larger virtual conference that would include everything we regularly deliver in Orlando: sessions for adults, parents, and youth; social events and dances; and sponsor booths. With the help of a great team, we built a virtual conference platform based on Zoom that we could deliver through our website. We opened registration at no cost, thanks to our incredible sponsors. And families responded. We had 5,585 people from 55 counties registered. Of those, 3,093 were first timers and 2,774 had type 1 diabetes. We held 85 sessions for parents and adults, and 36 sessions for youth, led by a spectacular faculty and supported by over a hundred volunteers who quickly learned how to run online programming. We heard from families how important it was to connect with their friends for life, even through Zoom. Yes, it was exhausting, but it was also proof that the spirit of the Friends for Life community still thrived in the time of COVID.

With an understanding of how to host a virtual event, we held our final event one weekend in December, with 833 people—465 with type 1 diabetes—from 18 countries joining us. With the close of the final session that weekend, we ended our shared challenge that was 2020 with hope and optimism for the new year.

So what will the new year bring? We see change on the horizon, and we are hopeful. We cannot wait to see you in-person at an upcoming conference so we can see each other face-to-face, hug, and renew the unbreakable bonds between our friends for life.



*Friends for Life,*  
**Jeff Hitchcock**

Founder & President  
**Children with Diabetes**  
[jeffh@childrenwithdiabetes.com](mailto:jeffh@childrenwithdiabetes.com)



## Team CWD

Since 2009, members of the Children with Diabetes community have participated in organized running events under the united “TeamCWD” name. From 2017 to 2020, TeamCWD had been involved in the annual runDisney marathon series, where the majority of the team participated in the 10k event. Due to the COVID19 pandemic, the 2021 runDisney event was cancelled, pausing the TeamCWD streak. In place of the fifth consecutive year participating in the runDisney event, members of TeamCWD came together for a virtual Do What You Can event. This event focused not just on running, but rather on activity as a whole. The participants were also able to motivate and inspire each other through social media connections and conversations.

The last in-person TeamCWD event was the runDisney 10k event in January of 2020. In this event, TeamCWD had 40 runners, as well as a small cheer squad, who raised a total of \$20,000 for CWD! It an amazing event filled with friends, family and FIFFLES! For 2022, we hope to exceed both the number of runners joining the event, as well as the amount we can raise for CWD.

Moving forward in the virtual world, TeamCWD plans to have monthly “challenges” to continue engaging the CWD community. Each challenge will be a different type of activity, with the goal to broaden the reach to more than the CWD community. When pandemic restrictions are lifted, TeamCWD will resume its annual runDisney event and begin new traditions. The pandemic has brought on many struggles, some of the biggest being mental health and physical fitness. Activity should be enjoyable and TeamCWD has the potential to bring people together, whether virtually or in person.

Activity should be enjoyable and TeamCWD has the potential to **bring people together**, whether **virtually** or in **person**.



# Screenside Chats & Masterpiece Product Theaters

Now, more than ever, it's important to stay connected with your community. During times when COVID-19 limited the ways we were able to connect with one another, our CWD family stayed united and informed via fireside chat-style webinars.

## Screenside Chats with CWD

This discussion series, which debuted in April 2020, runs on Sunday afternoon at 3 pm ET, lasting for 45—60 minutes. Our guests include respected clinicians, diabetes experts, and advocates from



the diabetes community. Each Screenside Chat is hosted by Editorial Director, Kerri Sparling, Clinical Director, Marissa Town, BSN, RN, CDCES, or President, Jeff Hitchcock, and the team takes live Q&A from members of the CWD community. The chats are archived and shared on our website, through our network of social media channels, and in CWD's *The Weekly Diabetes* newsletter.

## Masterpiece Product Theater

Launched in Winter 2020, our Masterpiece Product Theater is a way for the diabetes industry and entrepreneurial community to connect with the CWD family through dedicated webinar meeting

Children with Diabetes



hosted by the CWD team, featuring industry partners. Held on Tuesday evenings, these discussions are an opportunity for companies and partners to hold a focus group, introduce a new product, feature a speaker from their roster, or hold a roundtable discussion on a topic of their choice. The CWD team introduces the webinar, assists with Q&A, and provide post-event outreach to attendees at the request of partners. Our team also promotes the event prior to launch and shares the edited video after the event is concluded.

Since April 2020, CWD has hosted **24 Screenside Chats** and **2 Masterpiece Product Theaters**

**Since April 2020, CWD has hosted 24 Screenside Chats and 2 Masterpiece Product Theaters (Numbers through end of 2020).**





# A Letter from CWD's Vice President

2020 was the year that threw us all for a loop.

It forced us to stop in our tracks pretty much overnight to evaluate what we do—and whether we could still do it—in a time of pandemic.

The short answer was, “No we cannot hold in person events.” None. For the entire year and into the next.

Digging deeper, we asked the question, “What CAN we do in a time of pandemic to keep our community thriving and sharing and supporting each other?” What happened in the following months was quite spectacular. Our younger staff—the 20 and 30 and 40 somethings—stepped up and said, “There is technology we can use to hold virtual conferences and create new ways to reach our community.” Virtual FFLs, Screenside Chats, and Masterpiece Product Theaters were created. Our sponsors and partners loved the ideas and were enthusiastic about supporting us.

Jeff Hitchcock designed a virtual platform for the July Friends for Life conference that was so rich and interactive that it became a model for other organizations' events. Instead of the usual 2,000 participants in FFL Orlando, the event reached nearly 6,000 adults and kids around the world. It taught us that, while we so value the in person connections at our FFL gatherings, we need to continue to make the content and social connections accessible to those who cannot be there in person.

What does the future hold? Well, my work is cut out for me. As the world re-opens and conferences and gatherings are once again allowed, we will head down a brand new path, one that combines the old and the new. Still in fun places like Disney and DC and Seattle and New York—yet accessible to those for whom it's best to join virtually.

Before 2020, I'd never heard of the technology Zoom. Now, just a year later, CWD has an entire team who are leaders in new technologies and ways to keep our worldwide community together, safely learning and supporting each other. It's a little scary. And exciting.

I'm looking forward to the road ahead and thrilled to share it with you!



*Friends for Life,*

**Laura Billetdeaux**

*Vice President, Education & Programs*

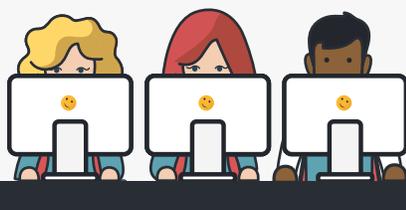
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# BY THE NUMBERS...

**5,585**  
Registrants



**55** Countries  
Represented by Attendees



**2,774**  
Attendees with  
type 1  
diabetes



**85**  
Sessions  
for Parents  
& Adults



 Virtual Friends for Life®  
Orlando 2020  
July 14-19, 2020  
[www.childrenwithdiabetes.com](http://www.childrenwithdiabetes.com)

**3,093**  
First Timers



**6** Social Events



Learn More at:  
[www.childrenwithdiabetes.com](http://www.childrenwithdiabetes.com)

Follow Us on Social Media at:  
[@cwdiabetes](https://www.instagram.com/cwdiabetes)



**36**  
Youth  
Program  
Sessions



Friends & Family Banquet, Teen Dance, Adults with T1D Social Event, Movie Night, Family Fun Night, & Farewell Breakfast

“ I watched the banquet play, knowing that hundreds of families were dancing in their homes. I listened to our wonderful faculty share their wisdom with parents and adults from the four corners of the world. I listened as our volunteers reported how well kids were enjoying their sessions. I saw families join sponsors in their booths, as eager to learn as they would be in person. And in the end, I saw families sharing the deep emotional connection they felt with their friends for life, a bond so powerful that it transcended the limitations of a virtual experience to bring real tears and laughter into homes everywhere. *That is the true meaning of Friends for Life.*”

– Jeff Hitchcock, President of CWD



**Fall** into  
Friends for Life®



## Fall into Friends for Life

In Fall 2020, the CWD community came together for our first ever peer-to-peer fundraiser: Fall into Friends for Life. We raised more than \$67,000! This event allowed individuals to build their own fundraiser, based on their strengths and interests.

We had a lot of great teams and are truly thankful for everyone who participated...and few fundraisers really went the extra mile. Kenny Rodenhesier, CWD Board Member, raised funds for CWD by riding his bike on World Diabetes Day. The Fickling Family created their own raffle to enjoy a monthly happy hour with them, virtually, through a subscription service monthly cocktail club! And Deb Ruppert raised more than \$1,000 by creating her own Apple Watch donate-to-win challenge!

Fundraising is an important piece of CWD's work; we could not do our programs without the support of our community. The resources raised from 2020's 'Fall into Friends for Life' event will help fund programs for 2021 Friends for Life Conferences and beyond.

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**We invite you to support CWD, the Friends for Life Conferences, and our conference scholarship fund by donating at [CWD.is/Donate](https://CWD.is/Donate).**



*Left to Right: Leigh, Ava (T1D since 2013), Jimmy and Davis*

While COVID kept us physically apart, Fall into Friends for Life became the way that we could stay virtually connected with our Friends for Life family. The competition to see who would raise the most money for CWD through our team fundraisers was one of the highlights of our very different Fall 2020.

— Leigh Davis Fickling,  
J.D., M.Ed., M.S.

# Friends for Life® Winter 2020



## BY THE NUMBERS...

**833**  
Registrants

**18 Countries**  
Represented by Attendees

**465**  
Attendees  
with  
**type 1  
diabetes**

**18 Sessions**  
for Parents  
& Adults

Friends for Life® Winter 2020  
A Virtual Conference December 4-6, 2020

[www.childrenwithdiabetes.com](http://www.childrenwithdiabetes.com)

**216**  
First Timers

**7 Social Events**

Learn More at:  
[www.childrenwithdiabetes.com](http://www.childrenwithdiabetes.com)

Follow Us on Social Media at:  
[@cwdiabetes](https://www.instagram.com/cwdiabetes)

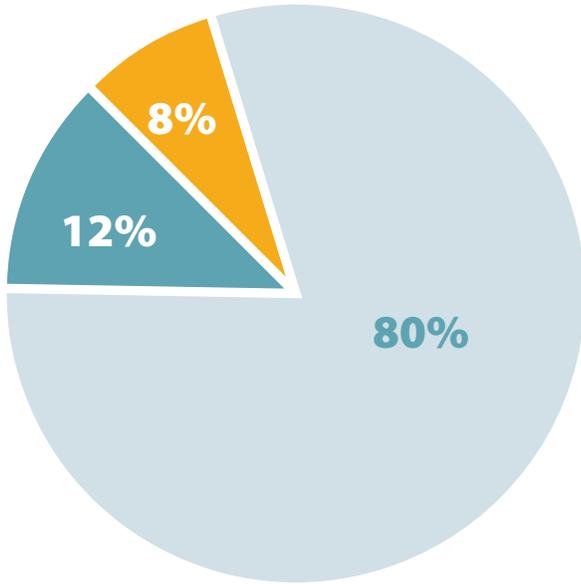
**16 Youth Program Sessions**

“ The #flwinter conference came at a time when we needed an infusion of CWD/FFL. Seeing dear friends, hearing our children reconnect through the wonder of zoom, and sharing our own individual successes and challenges, means the world to all of us. Thank you, Children with Diabetes, Jeff, Laura, and the myriad of others who made this possible. What an incredible community to be a part of!”

– Pam Loebner, CWD Mom

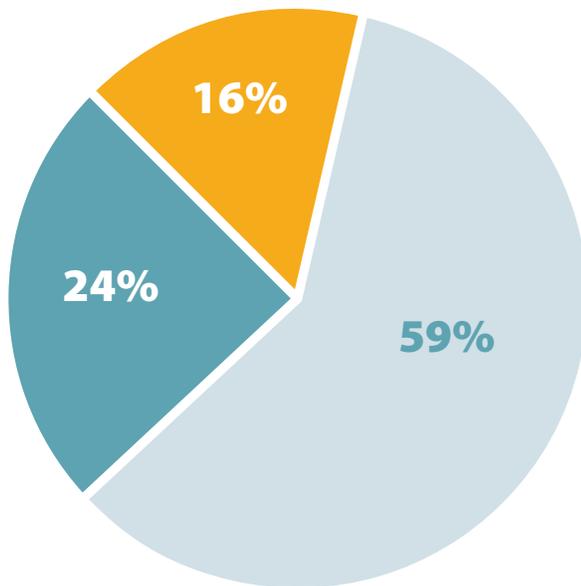
# A Summary of Our 2020 Finances

Income by Category



- Advertising & Other Income
- Individual & Public Donations
- Conference & Events

Expenses by Category



- General & Administration
- Online Activities
- Conferences & Events

# Thank You

Thank you to our generous sponsors for making Virtual Friends for Life® Orlando 2020 possible.

## Diamond Level Sponsors



## Gold Level Sponsors



## Silver Level Sponsor



## Bronze Level Sponsor



## Friends of CWD





# Upcoming Friends for Life Conferences

Mark your calendars for these upcoming Friends for Life events!

## 2021

Friends for Life White Plains 2021 at the Sonesta White Plains  
**Downtown White Plains, New York | October 8-10, 2021**

## 2022

Friends for Life Indianapolis 2022 at the Crowne Plaza  
**Indianapolis, Indiana | April 1-3, 2022**

Friends for Life Orlando 2022 at Disney's Coronado Springs Resort  
**Lake Buena Vista, Florida | July 5-10, 2022**

Friends for Life College Park 2022 at the College Park Marriott  
**Hyattsville, Maryland | October 7-9, 2022**

## 2023

Friends for Life Seattle 2023 at the Renaissance Seattle  
**Seattle, Washington | March 17-19, 2023**

Friends for Life Orlando 2023 at Disney's Coronado Springs Resort  
**Lake Buena Vista, Florida | July 2-9, 2023**

## Future Dates for Friends for Life Orlando

Friends for Life Orlando 2024 at Disney's Coronado Springs Resort  
**Lake Buena Vista, Florida | July 7-14, 2024**

Friends for Life Orlando 2025 at Disney's Coronado Springs Resort  
**Lake Buena Vista, Florida | July 6-13, 2025**

Friends for Life Orlando 2026 at Disney's Coronado Springs Resort  
**Lake Buena Vista, Florida | July 5-12, 2026**

Friends for Life Orlando 2027 at Disney's Coronado Springs Resort  
**Lake Buena Vista, Florida | July 4-11, 2027**





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[www.childrenwithdiabetes.com](http://www.childrenwithdiabetes.com)