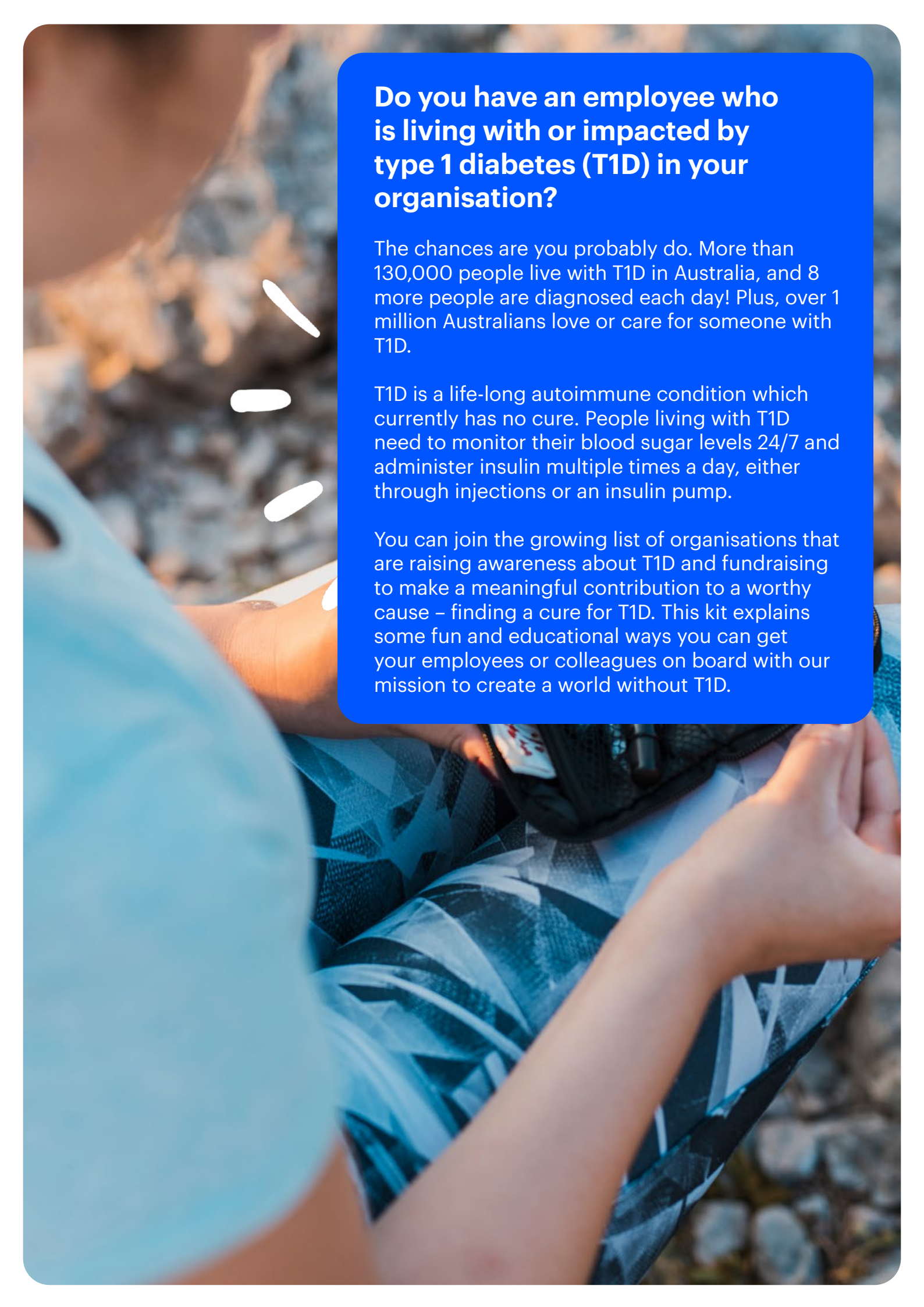




G♥BLUE DAY

**WORKPLACE
FUNDRAISING KIT**

bluearmy.jdrf.org.au/goblue



Do you have an employee who is living with or impacted by type 1 diabetes (T1D) in your organisation?

The chances are you probably do. More than 130,000 people live with T1D in Australia, and 8 more people are diagnosed each day! Plus, over 1 million Australians love or care for someone with T1D.

T1D is a life-long autoimmune condition which currently has no cure. People living with T1D need to monitor their blood sugar levels 24/7 and administer insulin multiple times a day, either through injections or an insulin pump.

You can join the growing list of organisations that are raising awareness about T1D and fundraising to make a meaningful contribution to a worthy cause – finding a cure for T1D. This kit explains some fun and educational ways you can get your employees or colleagues on board with our mission to create a world without T1D.

ABOUT US

Type 1 diabetes

T1D is a chronic autoimmune condition that can develop at any age. There is nothing anyone can do to prevent T1D, and right now there is no known cure.

T1D is caused by the immune system mistakenly turning on itself, destroying beta cells within the pancreas and removing the body's ability to produce insulin. Insulin allows the body to process glucose from food to create energy - without insulin, the body literally starves as it cannot process food.

Symptoms of T1D can include:

- Extreme thirst
- Constant hunger
- Sudden weight loss
- Frequent urination
- Blurred vision
- Nausea
- Vomiting
- Extreme tiredness

Impact

People living with T1D can live long and happy lives with the right management. Advances in medication and technology make life easier, safer and better. Despite this, people living with T1D may face a reduced life expectancy and an increased likelihood of encountering long-term health challenges.

Managing T1D means a 24/7 fight with no break and facing an extra 180 decisions a day to remain safe and healthy.

Not only that, but people living with T1D must constantly monitor their blood glucose levels (BGLs) all day and night, and every action they take must be carefully considered to make sure their BGLs are within optimal range. This includes (but is not limited to) exercising, eating, playing, sleeping and taking medication. People with T1D must also be prepared for potential hypoglycaemic (low blood sugar) and hyperglycaemic (high blood sugar) incidents, which can be life threatening.

T1D can cause several long-term health complications for people living with it, especially if it isn't well managed. Almost half of all adults with T1D have at least one long-term health complication.

These can include:

- Cardiovascular disease
- Kidney disease
- Nervous system damage
- Vision loss and blindness
- Various mental health impacts, including diabetes distress, anxiety and depression



Whilst there can be short- and long-term complications from T1D, JDRF Australia is funding research which will help reduce the number of people who experience these impacts – and one day hopes to defeat T1D once and for all!

You can help us.

JDRF Australia

JDRF is the leading supporter of type 1 diabetes (T1D) research in the world.

Our vision? A world without type 1 diabetes. For the past five decades, JDRF Australia has been working tirelessly towards this vision, with every single dollar raised committed to taking a cure from hope to reality – while making the lives of people with T1D easier, safer, and healthier until that happens.

JDRF has transformed the understanding of this condition and been a part of every breakthrough in T1D care in the last 50 years. We drive innovation, demand action and stand with everyone facing life with T1D.



ABOUT US

The Blue Army

JDRF's initiatives are made possible thanks to the invaluable support of the community who help drive its vision of a world without T1D. Our Blue Army includes individuals diagnosed with T1D, as well as their families, caregivers, colleagues, and friends, who wholeheartedly advocate for awareness of this condition and contribute to the vital fundraising efforts that drive JDRF's life-changing research forward.

Organisations like yours, play a crucial role in the Blue Army, helping advance the journey of a world without T1D.

About Go Blue Day

We invite you to GO BLUE with us in 2024 to support individuals living with T1D and our vision of a world where T1D no longer exists. There are four main ways to Go Blue while spreading awareness about T1D and raising funds for life changing T1D research:

1. Wear It Blue
2. Colour It Blue
3. Make It Blue
4. Bake It Blue

When your organisation can Go Blue

Your organisation can Go Blue any day of the year – but there are some dates that hold particular significance for the T1D community. Here are our top ideas:

- National Diabetes Week: July 14 - 21
- World Diabetes Day: November 14



HOW YOU CAN HELP CREATE THE BLUEPRINT FOR A WORLD WITHOUT T1D



WEAR IT BLUE

Show your support by wearing blue on your Go Blue Day. Whether it's a blue tie, shirt, scarf, or even a blue accessory, your fashion statement will make a difference. Don't forget to ask employees to make a gold coin donation to support T1D research.



COLOUR IT BLUE

Get creative with blue decorations, such as blue banners, balloons, or other artistic displays. Encourage employees to add a splash of blue to their workspaces or common areas – you could even organise a special Go Blue Day email signature or [Zoom background!](#)



MAKE IT BLUE

Unleash your creative skills by crafting something blue and sharing it with others. Some ideas include blue awareness bracelets, custom items, blue-themed artwork, or making blue ribbon pins.



BAKE IT BLUE

Whip up some delicious blue treats to tantalise taste buds while raising awareness. These could be shared with your workplace community during events, meetings, or another gathering like an afternoon tea.

RAISE AWARENESS

Spread the word about T1D by learning and sharing the four T signs: thirst, toilet, thinner, and tired. You can find helpful visuals [here](#) and more in the resources section of the Go Blue page.

We've also created a resource to support educating colleagues about T1D. It contains answers to common questions people may have about the condition, and information on how they can support their colleagues and friends. Download it [here](#).

Another amazing way to spread awareness is inviting experts or individuals with T1D to share their experiences and knowledge with the workplace community at your meetings, morning teas, lunch and learns, seminars, or in another special way during work hours.



RAISE FUNDS

An important part of creating a blueprint for a world without T1D is raising funds so that research to improve lives and cure the condition continues and doesn't stop. There are many ways you can fundraise to support your Go Blue Day initiative...



1

If you haven't already done so, create a Blue Army fundraising page [here](#) and share it through platforms such as social media to reach a wider audience, including colleagues, friends, and extended family members who might want to support the cause.



2

Organise a raffle, hold a workplace event, or host a charity sale.



3

Order Jolly Soles Socks [here](#) and sell them to your colleagues to raise funds.



4

Encourage colleagues to bring a gold coin donation to participate in activities.

YOUR GO BLUE ACTION PLAN

Now that you know how to Go Blue, it's time to spread the word and build excitement. Here's your Go Blue Day action plan.

1



TELL YOUR WORKPLACE COMMUNITY ABOUT GO BLUE DAY THROUGH EMAILS, INTERNAL COMMUNICATIONS, AND OTHER STAFF MEETINGS. WE HAVE SOME SUGGESTED MESSAGING HERE THAT YOU CAN ADAPT FROM.

2



HANG UP POSTERS PROMOTING THE INITIATIVE, AND SHARE EDUCATIONAL RESOURCES ON T1D.

3



SEND A NOTE ABOUT ANY CORPORATE MATCHING INITIATIVES AVAILABLE FOR STAFF TO HELP MAXIMISE THEIR FUNDRAISING POTENTIAL.

4



GET FUNDRAISING! RAISE AWARENESS AND FUNDS FOR THIS IMPORTANT CAUSE. WE HAVE SOME TIPS ON THIS ON THE PREVIOUS PAGE.

5



FOSTER FRIENDLY COMPETITION AMONG TEAMS OR DEPARTMENTS TO AMPLIFY PARTICIPATION.

6



THANK EVERYONE FOR THEIR INVALUABLE SUPPORT IN FUNDING RESEARCH TO IMPROVE LIVES AND CURE T1D.

GET IN TOUCH

🌐 jdrf.org.au

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