BEYOND TYPE 1 was founded in 2015 by Juliet de Baubigny, Nick Jonas, Sarah Lucas and Sam Talbot. Beyond Type 1 is a NEW BRAND OF PHILANTHROPY leveraging the POWER OF SOCIAL MEDIA and TECHNOLOGY, changing what it means to live with Type 1 diabetes. By educating the global community about this chronic, autoimmune disease, as well as providing resources and support for those living with Type 1, Beyond Type 1 BRIDGES THE GAP from DIAGNOSIS TO CURE, EMPOWERING PEOPLE to both live well today and to fund a better tomorrow. 100% OF EVERY DOLLAR RAISED directly supports the most promising global efforts and programs working to EDUCATE, ADVOCATE, and CURE TYPE 1 DIABETES. BEYOND TYPE 1 is a registered 501(c)3 organization.
BEYOND TYPE 1 IS RUN BY A LEAN, TALENTED TEAM TASKED WITH CARRYING OUT THE FOUNDERS’ VISION. THIS TEAM IS RESPONSIBLE FOR THE DAY-TO-DAY OPERATIONS OF AN ORGANIZATION THAT REACHES OVER 1 MILLION PEOPLE IN 160 COUNTRIES AROUND THE WORLD.

AMY KIM  
project manager

DANA HOWE  
social media manager

MARY LUCAS  
community manager

MICHELLE BOISE  
content manager

MARIANA GÓMEZ  
project manager

MILA FERRER  
director of programs

THOM SCHER  
coo

SARA JENSEN  
creative director

SARAH LUCAS  
ceo

SARAH LUCAS  
ceo

THOM SCHER  
coo

MILA FERRER  
director of programs

AMY KIM  
project manager
Three additional councils support and amplify the efforts of the organization by leveraging their networks, passions, and expertise. These individuals serve in a voluntary capacity but with an annual financial responsibility.

**Leadership**

ROBIN ARZON, MICHELLE BERMAN, JILL BRISDON, CLAUDINE DENIRO, GREG DOOLEY, SABRINA GALLO, VICTOR GARBER, NEIL GREATHOUSE, EDUARDO HERNANDEZ, SARA JENSEN, TRACEY MCCARTER, BLYTHE NILSSON, JENNIFER NORDSTROM, MARLA ORINGER, GEORGE ROUMAIN, BRUCE STEINBERG, JENNIFER STILSON + GEOFF SYMONDS

**Science Advisory**

Jason Baker MD, Marina Basina MD, Dan Desalvo MD, Stephen Gitelman MD, Mark Heyman PHD CDE, Anne Peters MD CDE + Nat Strand MD

**Global Ambassador**

TWENTY TYPE 1 INFLUENCERS FROM 4 SEPARATE CONTINENTS, SERVING AS LEADERS FOR BEYOND TYPE 1 IN THEIR LOCAL COMMUNITIES AND IN THE DIGITAL SPACE.
WITH OVER 1 MILLION SOCIAL MEDIA FOLLOWERS, WE ARE NOW THE LARGEST DIABETES COMMUNITY ONLINE (TYPE 1, TYPE 2 OR GENERALLY) IN THE WORLD
social generates over 5 million impressions per month

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<th>social</th>
<th>2015 - 2016</th>
<th>2016 - 2017</th>
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<td>FANS</td>
<td>2,500,000</td>
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<td>SOCIAL REFERRALS</td>
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<td>625,000</td>
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APP-iOS       | users | sessions | screenviews |
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APP-ANDROID   | users | sessions | screenviews |
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<td>2016</td>
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<tr>
<td>2017</td>
<td>681</td>
<td>24,889</td>
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GLOBAL AUDIENCE DATA
in the last year 2016-2017

WEBSITE READERS
APP USERS
SOCIAL FANS

countries/territories
countries/territories
countries/territories

223
126
179

USA (CA):
Beyond Type 1 Office

CANADA:
Council Member

HAITI:
Partnership with JP:HRO

MEXICO:
Beyond Type 1 en Esapal + Es Tu Diabetes

UK:
Council Member

BELGIUM:
European Fundraising Office

DOMINICAN REPUBLIC:
Education Partnership with Leading Endocrinologist

SYRIA:
Refugee Insulin-Shortage Grant to T1International

ISRAEL:
Content Partnership

INDIA:
Global Ambassador Council Member

UGANDA:
Beyond Type 1 / Marjorie’s Fund Education Clinic

CZECH REPUBLIC:
European Contributor

NEW ZEALAND:
Partnership with Diabetes NZ

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With a focus on **Education, Advocacy, and the Path to a Cure**, Beyond Type 1 has developed a broad-ranging **portfolio of grantees and programs** aimed at improving the lives of people impacted by T1D. **100% of every dollar raised goes back to the Type 1 Community** because our founders + founding friends + corporate sponsors pay all operational and fundraising expenses.
Education is the key to spreading awareness, changing current misconceptions about Type 1, providing resources and saving lives.
SPOTLIGHT

DKA CAMPAIGN

PHASE I PROGRAM IN PARTNERSHIP WITH AMERICAN ACADEMY OF PEDIATRICS (AAP).
BACKGROUND: Over 40% of people in the US diagnosed with T1D are in DKA, a dangerous and sometimes deadly consequence of diabetes THAT MAY BE PREVENTABLE WITH INCREASED AWARENESS OF T1D SYMPTOMS.

APPROACH: A print and digital campaign launched in conjunction with the American Academy of Pediatrics (AAP) and parent volunteers will reach every pediatric office in the US by end of 2017.

NUMBERS: (10/2016 - 6/2017) Launch in 15 states represents 30,000 pediatricians, who see approx 10.9MM patients a month. Full rollout will represent 66k pediatricians seeing 23MM patients a month.

IMPACT: Spreading awareness of Type 1 symptoms facilitates early diagnosis, saving lives and tens of millions of dollars. US program is the pilot for a global DKA campaign.

other education initiatives: JERRY THE BEAR, SCHOOL PRESENTATIONS, SHARE YOUR STORY
Advocacy initiatives center on ensuring people living with Type 1 have access to life-saving medications, devices, and healthcare. At the most basic level, efforts designed to ensure access to the insulin needed to survive, as highlighted by our work in under-resourced communities around the world. At a higher level, working to combat issues surrounding discrimination and exploitation, such as loss of employment or unethical behavior by pharmaceutical companies.
TWO-YEAR-OLD COLTON, BOTH AUTISTIC AND TYPE 1, WAS PRESCRIBED A SPECIFIC INSULIN PUMP BY HIS MEDICAL CARE TEAM THAT WAS REPEATEDLY DENIED BY UNITED HEALTHCARE.
APPROACH: A social media campaign launched across our digital platforms ignited the more than one million members of our Type 1 community across the globe, resulting in thousands of emails and social outreach via Facebook and Twitter over a 24 hour period to CEO and employees of United Healthcare.

IMPACT: Because of our global community, within 36 hours, the family had full approval for the device deemed medically necessary. This success represents another step in ensuring all Type 1s have access to live-saving treatments and tools.

**other advocacy initiatives:** NAVIGATING ISSUES OF ACCESS, LEGAL DEFENSE FUND, LOBBYING FOR REFORM
The path to a cure for Type 1 is our ultimate goal. Our approach is to invest in both the tools that pave the way by providing data and better management, and most importantly, the most promising scientific efforts. Our approach is a mix of traditional grants to efforts already underway as well as investing in companies focused on regenerative medicine and immunology.
A LEADER IN THE REGENERATIVE SECTOR, VIACYTE HAS BEEN EXPANDING ITS PRODUCT RESEARCH PIPELINE.
APPROACH: THE VC-02 PRODUCT DELIVERS STEM CELL-DERIVED PANCREATIC PROGENITOR CELLS IN A DEVICE DESIGNED TO ALLOW DIRECT VASCULARIZATION OF THE CELLS, AND IS BEING DEVELOPED FOR PATIENTS WITH T1D.

NUMBERS: THE IMMEDIATE VALUE OF THE CURRENT PRODUCT, IF BROUGHT TO MARKET, WOULD BE A TREATMENT FOR OVER 100,000 HIGH-RISK T1D PATIENTS; THE POTENTIAL PRODUCT WOULD BE A FUNCTIONAL CURE FOR TYPE 1, AND AN IMPORTANT THERAPY FOR TYPE 2. OUR GRANT WAS ISSUED ALONGSIDE JDRF AND CIRM.


OTHER CURE INITIATIVES: BIANNUAL BRIEFING BY SCIENCE ADVISORS, INVESTMENT IN DEEP SCIENCE
The path to a cure for Type 1 is our ultimate goal. Our approach is to invest in both the tools that pave the way by providing data and better management, and most importantly, the most promising scientific efforts. Our approach is a mix of traditional grants to efforts already underway as well as investing in companies focused on regenerative medicine and immunology.
**BACKGROUND:** In order to achieve our ultimate goal - a cure - we need to improve understanding of Type 1 in order to attract the most brilliant minds to focus on solving and the global community to focus on investing.

**APPROACH:** Team Bike Beyond is comprised of 20 international riders all living with Type 1 who are cycling from New York to San Francisco. Their efforts will improve awareness and education and raise critical funds for investing in a cure. On their journey media opportunities, community events, and social media coverage will impact millions of people both in person and virtually, resulting in increased exposure and igniting interest in curing Type 1.

**IMPACT:**
Their journey has just begun, but the impact has been immediate across social and traditional media. A documentary set for release November 2017 will ensure their journey is shared with the global population.
dollars raised  

- 2015 - 2016: 2,217,291.41
- 2016 - 2017: 1,725,000
- 2015 - 2016: 1,150,000
- 2016 - 2017: 575,000

Donors  

- 2015 - 2016: 5,423
- 2016 - 2017: 3,825

Thank you
Our focus

LOOKING AHEAD 2017-2018

- Empowering the world’s largest diabetes community
- Scaling existing education and advocacy programs
- Developing programs that better serve low-income populations
- Partnering with industry to address access issues
- Investing more fully in innovative cure research
JOIN US
#livebeyond