BEYOND TYPE 1
IMPACT REPORT

july 2017

JULIET DE BAUBIGNY

NICK JONAS

SARAH LUCAS

SAM TALBOT

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.

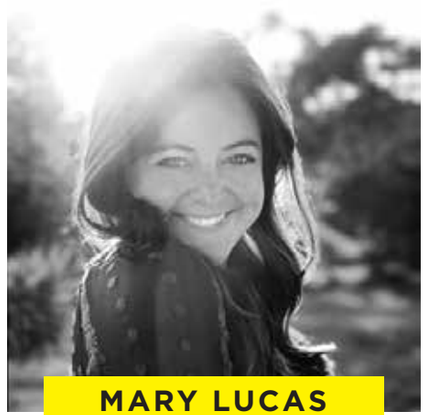
SARAH LUCAS
ceo

THOM SCHER
coo

SARA JENSEN
creative director

MILA FERRER
director of programs

MICHELLE BOISE
content manager



MARY LUCAS
community manager

DANA HOWE
social media manager

MARIANA GÓMEZ
project manager

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

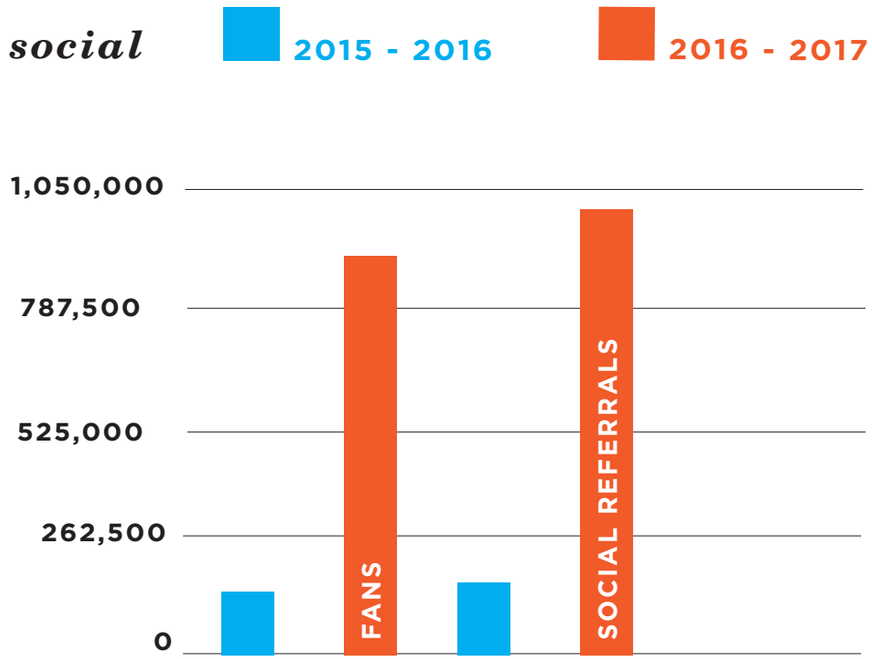
Jason Baker MD, Marina Basina MD, Dan Desalvo MD, Stephen Gitelman MD Mark Heyman PHD CDE, Anne Peters MD CDE + Nat Strand MD

global ambassador

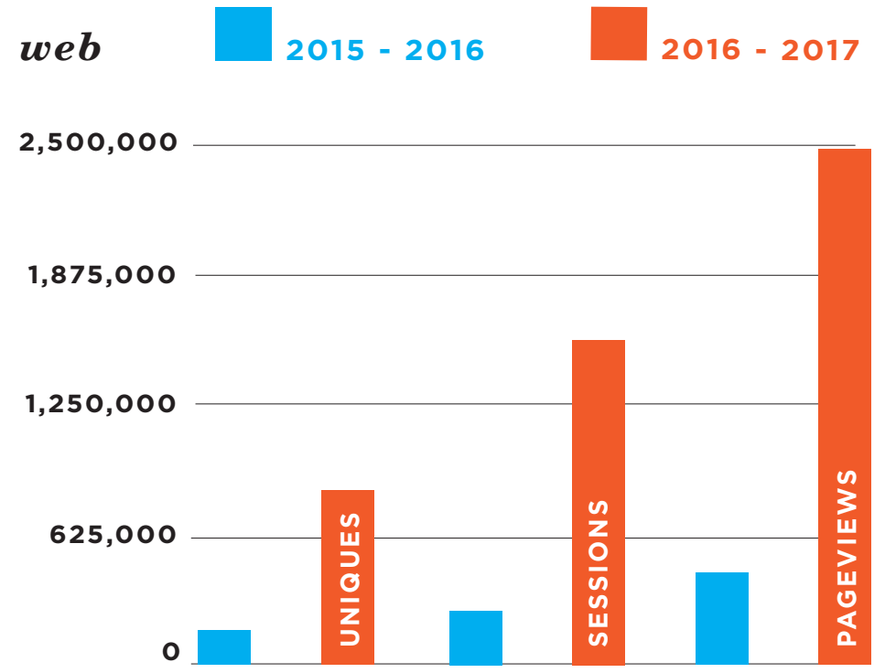
TWENTY TYPE 1 INFLUENCERS FROM 4 SEPARATE CONTINENTS, SERVING AS LEADERS FOR BEYOND TYPE 1 IN THEIR LOCAL COMMUNITIES AND IN THE DIGITAL SPACE.

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



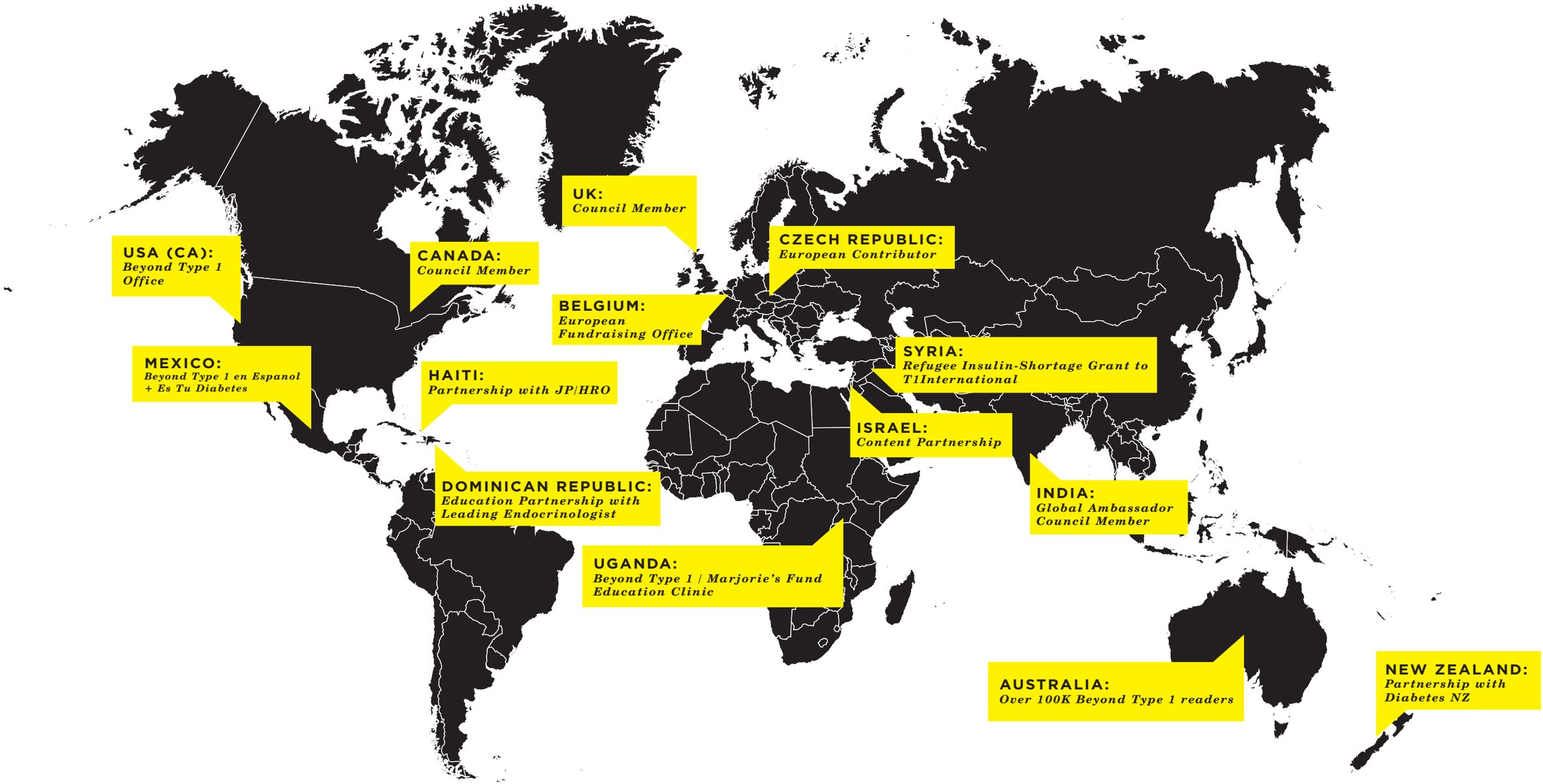
APP-iOS	users	sessions	screenviews
2016	*not launched*		
2017	14228	705342	7854901



APP-ANDROID	users	sessions	screenviews
2016	*not launched*		
2017	6819	248894	3055070

GLOBAL AUDIENCE DATA
in the last year 2016-2017

WEBSITE READERS	*countries/territories*	223
APP USERS	*countries/territories*	126
SOCIAL FANS	*countries/territories*	179



Why Beyond Type 1?

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.

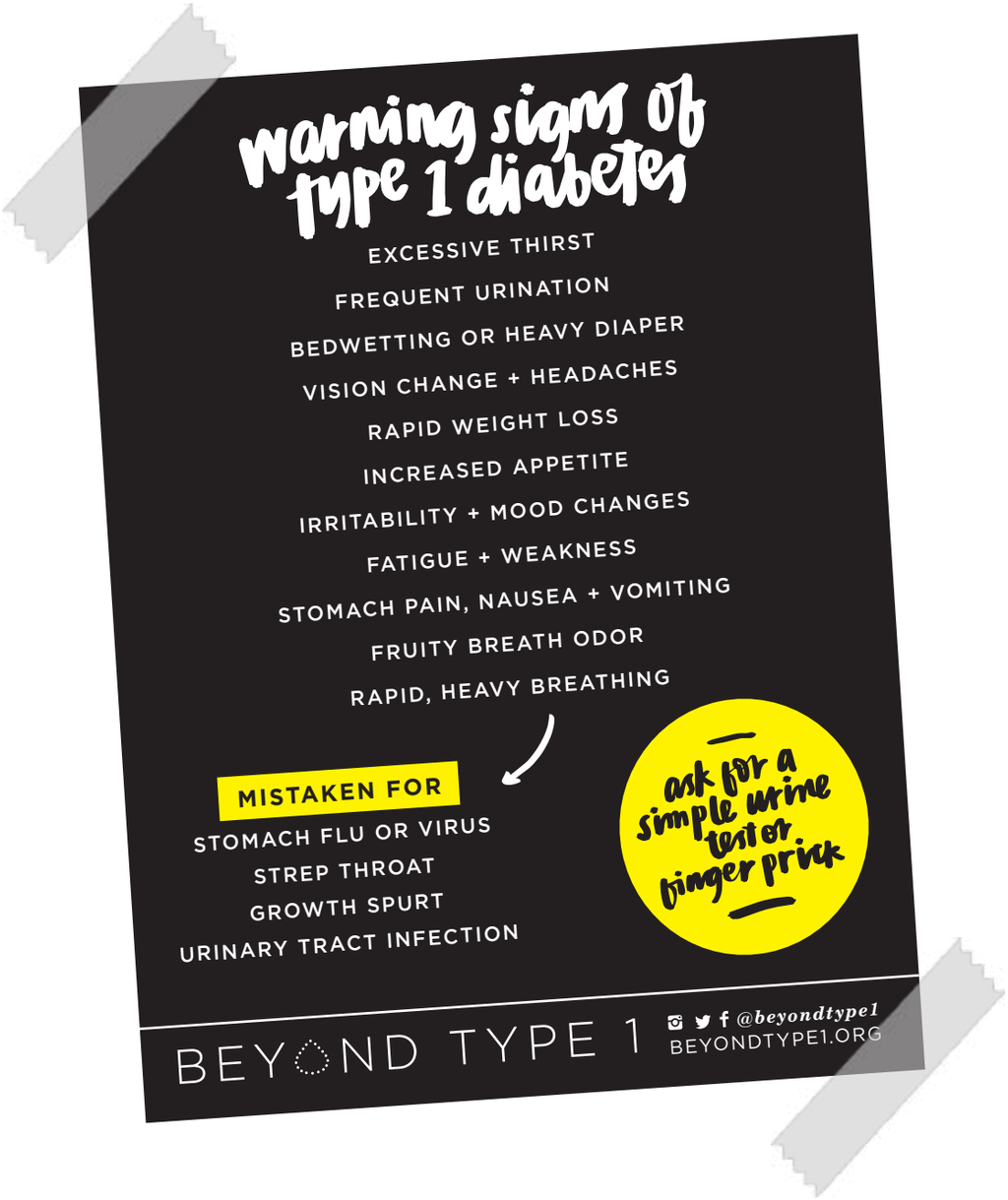
education

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

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.

SPOTLIGHT

COVER COLTON

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

cure

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.

SPOTLIGHT

VIACYTE

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.

IMPACT: OUR GRANT ASSISTING VIACYTE CONTINUES THE DEVELOPMENT OF VC-01, INCLUDING A CURRENT ANIMAL TESTING PHASE, AND HOPES OF A HUMAN CLINICAL TRIAL LAUNCH IN 2017.

other cure initiatives: BIANNUAL BRIEFING BY SCIENCE ADVISORS, INVESTMENT IN DEEP SCIENCE

EDUCATION, ADVOCACY, AND CURE

Bike Beyond

BEYOND TYPE 1
RIDE ACROSS AMERICA

Summer 2017

SPOTLIGHT BIKE BEYOND

20 INDIVIDUALS AGE 17-52 LIVING WITH TYPE 1, RIDING 4248 MILES OVER 70 DAYS THROUGH 15 STATES

27 CORPORATE SPONSORS

6 MAJOR FUNDRAISING EVENTS WITH 2000 + PARTICIPANTS

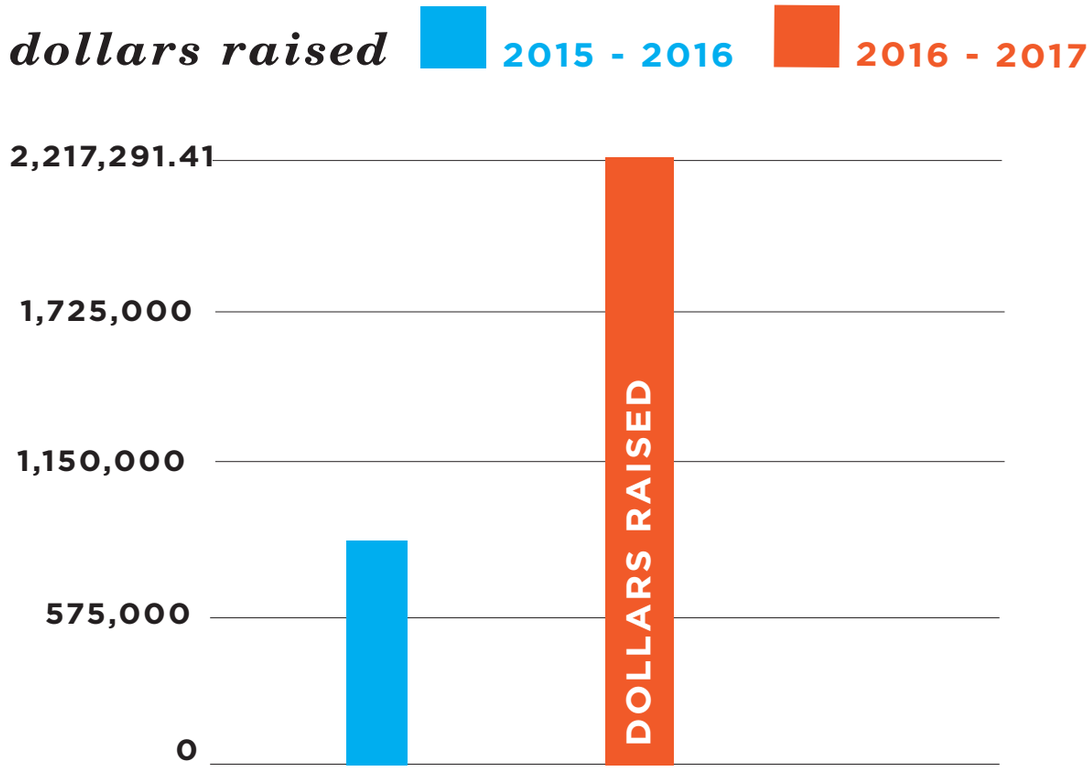
SOCIAL + MEDIA IMPRESSIONS TO DATE 20 MILLION

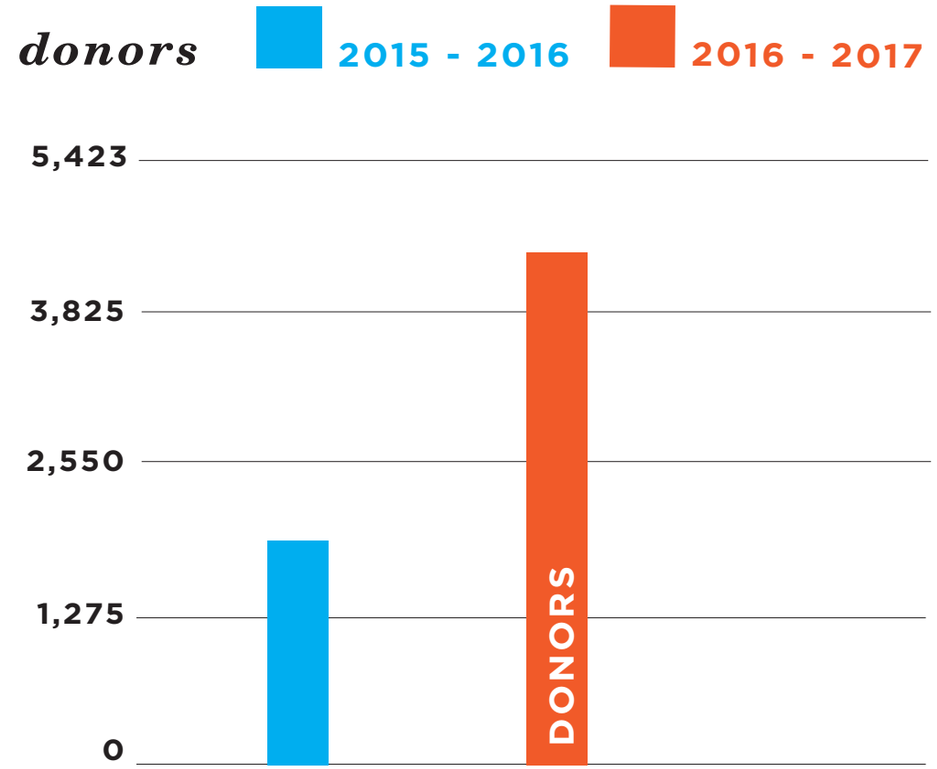
BACKGROUND: In order to achieve **OUR ULTIMATE GOAL - A CURE** we need to improve understanding of Type 1 in order to attract the most brilliant minds to focus on solving and the global community to focus on investing.

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
2016 - 2017
2,217,291.41
1,725,000
1,150,000
575,000
0
DOLLARS RAISED


donors
2015 - 2016
2016 - 2017
5,423
3,825
2,550
1,275
0
DONORS

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