



Dear Investigators,

We would like to share with you some exciting news about JDRF. Over the past year, JDRF has undertaken a process to evaluate the perception of our organization with our various stakeholders. This process has resulted in a number of evolutionary changes regarding how we speak about JDRF and regarding the images we use to represent JDRF.

For more than 40 years, JDRF has been a leader in the search for a cure to type 1 diabetes through research – that has not changed. But today, we realize that a cure is not just a destination but also a journey along a path. It is a continuing process, with milestone therapies that will combine to create cures. We also recognize that a part of our mission must be to keep those living with type 1 today alive and healthy until we arrive at the end of that path. In addition, we understand that the word “juvenile” is no longer descriptive of the disease or many of those burdened with it. Today, 85 percent of those with type 1 diabetes are adults. We must communicate that JDRF is an organization for ALL ages, and ALL stages of this disease.

These observations are the result of research that was conducted among thousands of current and lapsed constituents, as well as those who have never engaged with JDRF. To capture the realities of type 1 diabetes research today and what JDRF has become, we have made the following changes to our identity as can be seen in the new JDRF logo attached below:

- We have dropped the formal name “Juvenile Diabetes Research Foundation” from our identity and will be known simply as JDRF. This better reflects our commitment to work for ALL those with type 1 diabetes.
- We have designed the "T1D" symbol into our logo to reinforce our focus on type 1 diabetes, as well as to move the community toward a shorthand descriptor of type 1 diabetes.
- We have included "improving lives" into our tagline to reflect that we are working to give T1Ds easier, safer, healthier lives today, while focused on an ultimate cure tomorrow.
- We have changed our language from "cure" to "curing" to reflect the ongoing process we now know will be the path to an ultimate physiological cure, while specifically adding type 1 diabetes to our tag so that people are immediately aware of our focus.
- And graphically, we have added a sense of motion and energy to the look of our logo, reflective of both the progress we've made and the accelerated progress we aim for.

Please use the attached new JDRF logo in any slide presentations or any other communications referring to JDRF moving forward.

Also, when asked what or who is JDRF? Instead of responding, it is the "Juvenile Diabetes Research Foundation," we ask that you answer with one of the following responses or something similar:

- They are the global leader in finding cures and treatments for type 1 diabetes.
- They are the largest non-governmental funder of research to cure, treat and prevent type 1 diabetes.

- They are the people working to cure type 1 diabetes while finding ways to improve the lives of T1Ds today.
- They fund research to cure, treat and prevent type 1 diabetes.

If you need a longer explanation to describe JDRF in, for instance, for a press release, please use this official JDRF statement:

“JDRF is the leading global organization focused on type 1 diabetes (T1D) research. Driven by passionate, grassroots volunteers connected to children, adolescents, and adults with this disease, JDRF is the largest charitable supporter of T1D research. The goal of JDRF is to improve the lives of every person affected by T1D by accelerating progress on the most promising opportunities for curing, better treating, and preventing T1D. JDRF collaborates with a wide spectrum of partners who share this goal. Since its founding in 1970, JDRF has awarded more than \$1.5 billion to T1D research. More than 80 percent of JDRF's expenditures directly support research and research-related education. Past JDRF research efforts have helped to significantly improve the care of people with this disease and have expanded the critical scientific understanding of T1D. JDRF will not rest until T1D is fully conquered.”

Thank you for updating your information about JDRF and we look forward to continuing to work with you to cure, better treat, and prevent type 1 diabetes.