

# JUVENILE DIABETES CURE ALLIANCE

---

Peter Miselis, CFA  
Director of Research Analysis  
(646) 367-4497  
[pdm@thejdca.org](mailto:pdm@thejdca.org)

November 11, 2011

Organization Mentioned:  
Juvenile Diabetes Research  
Foundation International  
(JDRF)

## **Type 1 Diabetes Charitable Foundations**

---

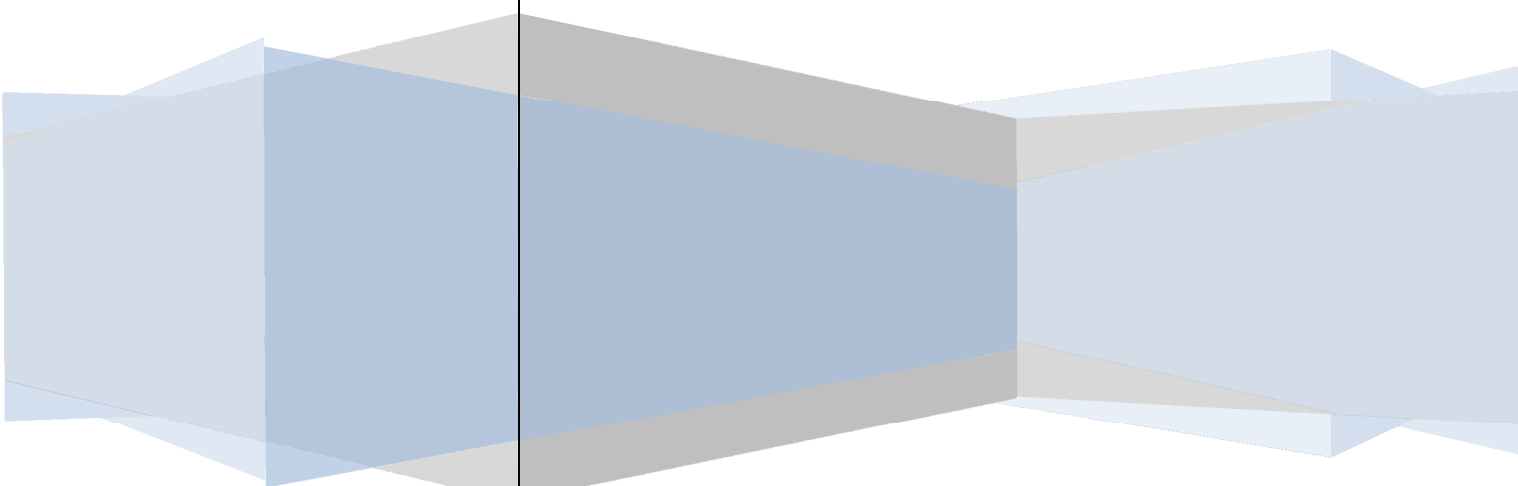
Flash Note:

### **JDRF Rebrands and Changes Logo**

---

#### Conclusions:

- The JDRF announced an organizational rebranding that has negative implications for the development of a type 1 diabetes (type 1) cure, in our view
- Its rebranding increases the emphasis on treatments and complications, areas that are already heavily funded and well served by commercial enterprises
- We believe that JDRF's messaging for key fundraising activities must change and the new messaging will likely have a detrimental impact on donor contributions



The JDCA and its employees seek to maintain independence from organizations covered in its research reports. The JDCA and its employees are free from conflicts of interest, receive no compensation from the organizations discussed in its reports, and seek to avoid any relationships with any organizations that could influence its objectivity and independence. Please see Analyst Certification and Other Disclosures at the end of this report.

**JDRF announced a rebranding of the organization which consists of:**

- Emphasizing better management of type 1
- A new logo with a new tagline
- A name change

A major component of JDRF's rebranding consists of a shift in emphasis to help those living with type 1 better manage the disease. It appears that more resources will be directed to improved treatments and management of complications. As we have noted in previous reports, the areas of treatments and management of complications from type 1 are already heavily funded and well served by commercial enterprises.<sup>1</sup> The JDCA believes that any **increased emphasis on funding treatments/complications by JDRF will likely be at the expense of cure research.** We note that during the period 2006-2010, the percentage of JDRF's total expenses allocated to cure research grants already decreased meaningfully.<sup>2</sup> This rebranding seems to imply a further decrease in the portion of total expenses that will be allocated to cure research.

**JDRF's repositioning also includes a new logo with a new tag line:**

Old Logo



*dedicated to finding a cure*

New Logo



The former tag line "dedicated to finding a cure" is replaced with "Improving lives. Curing type 1 diabetes." The message in the former logo was clearly focused on curing the disease which was the central part of JDRF's mission. The new tag line connotes a much broader mission and elicits a different message of improving life with type 1. A higher quality of life is a worthy objective. However, the JDCA believes that most donors contribute for the reason of a cure. We also reiterate that the treatments/complications marketplace is already well served by commercial enterprises and an increased emphasis on managing type 1 comes at the expense of cure development. Curing the disease still remains a part of JDRF's mission, but it is listed second, behind improving lives.

Another element in the rebranding involves a name change from Juvenile Diabetes Research Foundation to simply JDRF. The word "juvenile" is eliminated in recognition that a large percentage of the people living with the disease are adults. The JDCA does not believe that

JDRF's greater commitment to help adults that are living with type 1 better manage their health reflects most donors' desire to develop a cure.

**A disconnect already exists between the allocations of donor contributions and the messages used to solicit those donations.** As the JDCA noted in a prior report, JDRF has historically conveyed the message of a "cure" when soliciting contributions.<sup>3</sup> This is clearly illustrated in the names of popular fundraising events such as: "Walk to Cure Diabetes", gala names that rely on the inference of a cure, the "Fund A Cure" portion of gala events, "Ride to Cure Diabetes" and "Tee Up to Cure Diabetes." While contributions are primarily solicited based on the message of a cure, the majority of donor contributions are allocated to activities other than cure research.<sup>3,4</sup>

**Given the JDRF's rebranded message, we believe that it would be disingenuous to continue to use "the cure" as the primary message to raise funds.** However, we also believe that any change in the marketing message is likely to be detrimental to the level of donor contributions because donors are primarily motivated by funding cure efforts, as previously mentioned. JDCA survey data reveals that 90% of respondents who donate to a type 1 charity do so for the reason of a cure.<sup>5</sup> Indeed, the 2010 JDRF Annual Report depicts several donor vignettes that describe their passionate desire for a cure. In our opinion, events named "Walk to Cure Diabetes" and "Fund A Cure" elicit a more generous donor response than "Walk to Live Healthier, Easier and Safer Lives" or "Fund A Better Treatment For Adults."

The JDCA advocates the development of a Practical Cure for type 1. We are deeply disappointed that the rebranding by the largest charitable type 1 funder is likely to result in diminished funding allocations for cure research, which seems contrary to the wishes of most donors. The rebranding is also notable because an increased emphasis on treatments focuses attention on an established marketplace that is already well addressed by commercial enterprises. **Donors who contribute for a cure will want to be mindful of JDRF's rebranding and its implications for funding cure research.**

<sup>1</sup>*Partnering with Commercial Enterprise* report dated November 3, 2011

<sup>2</sup>JDRF data

<sup>3</sup>*Donor Messaging* report dated August 1, 2011

<sup>4</sup>*Industry Expense Models* report dated August 29, 2011

<sup>5</sup>*Why Donors Give* report dated September 19, 2011

#### **Analyst Certification**

The JDCA analyst responsible for the content of this report certifies that with respect to each organization covered in this report: 1) the views expressed accurately reflect his own personal views about the organizations; and 2) no part of his compensation was, is, or will be, directly or indirectly, related to the specific views expressed in this research report.

#### **Other Disclosures**

All Rights Reserved. The JDCA and its employees will not be liable for any claims or lawsuits from any third parties arising from the use or distribution of this document. This report is for distribution only under such circumstances as may be permitted by applicable law.

All information expressed in this document was obtained from sources believed to be reliable and in good faith, but no representation or warranty, express or implied, is made as to its accuracy or completeness. All information and opinions are current only as of the date of this report and are subject to change without notice.