



dedicated to finding a cure

Mississippi Chapter
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Dear JDRF Supporter:

This packet is intended to introduce you to the Juvenile Diabetes Research Foundation (JDRF) Mississippi Chapter Sneaker Campaign. Our Sneaker Campaign is an effective, fun, and easy method to make a difference in the lives of all people living with diabetes. Diabetes is a chronic, debilitating disease affecting every organ system. There are two major types of diabetes: type 1 and type 2. JDRF's research benefits people with both types of diabetes.

Nearly 24 million Americans have diabetes. In the U.S., a new case of diabetes is diagnosed every 30 seconds; more than 1.6 million people are diagnosed each year. Many of us know or love someone living with diabetes, and the Mississippi Chapter directly impacts the lives of people with diabetes in our community. For their sake, please take the time to review the straightforward materials in the attached packet. You will find that a JDRF Sneaker Campaign can be tailored to the needs of your business. We are here to help you make a difference!

Please help us continue our rapidly developing research which so dramatically demonstrates what makes JDRF unique and successful. As we move closer to better technologies to make our loved ones as healthy as possible, we are also simultaneously speeding towards the biological cure.

Thank you for your consideration,

A handwritten signature in blue ink that reads "Michelle Alexander". The signature is fluid and cursive, with a long horizontal stroke at the end.

Michelle Alexander
Executive Director
JDRF Mississippi Chapter



Selling JDRF Sneakers for a CURE is FUN and EASY!

If you are a retail outlet, convenience store, gas station, fast-food franchise or clothing/merchandise retailer, you are a perfect candidate to help find a cure for diabetes-at **NO COST TO YOU!**

STEP 1 Ask the customer if they would like to purchase a paper sneaker to help your company support the Juvenile Diabetes Research Foundation in the search for a cure for diabetes.

STEP 2 Sneakers have a bar code. Scan them up at the register.

STEP 3 Have the customer write his/her name on the Sneaker.

STEP 4 Give the signed sneaker to a supervisor following your shift.

STEP 5 Display the signed sneaker throughout the store!

Sneaker campaigns can be conducted anytime of the year: weekly, weekends, monthly or quarterly. The Mississippi Chapter of the Juvenile Diabetes Research Foundation can customize a program to suit your corporate guidelines and timeline. And we promise to make sure your employees feel appreciated for their efforts!

For more information on partnering with JDRF's Sneaker Campaign, please contact:

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Frequently Asked Questions

What's In It For You?

- Easy to execute!
- Community goodwill; customers feel good about supporting a store that gives back to its community.
- Enhances employee morale.
- Eye-catching, colorful merchandising support! It's a natural public relations tool. Sneakers are great visuals.
- Diabetes affects one out of every three families. It is estimated that more than 16 million Americans have this disease. Your customers and employees who are affected by diabetes will appreciate your involvement.
- Sneaker sales are one way for retail stores to raise awareness about diabetes in their community while raising critical research dollars.
- Your company can help find a cure for diabetes at no additional cost to your company.

What's JDRF?

- Founded in 1970 by parents with type 1 children, the Juvenile Diabetes Research Foundation is dedicated to finding a cure for diabetes and its complications through the support of research.
- We fund more diabetes research than any other non-governmental health agency in the world. More than 86 % of every expenditure goes directly to diabetes research and education.

What's Diabetes?

- Diabetes is a chronic, debilitating disease affecting every organ system. There are two major types of diabetes: **type 1 and type 2**.
- Type 1 diabetes is an autoimmune disease in which a person's pancreas stops producing insulin, a hormone that enables people to get energy from food. Type 1 usually strikes in childhood, adolescence, or young adulthood, but lasts a lifetime. People with type 1 diabetes must take multiple injections of insulin daily or continuous infusion of insulin through a pump just to survive.
- Type 2 diabetes is a metabolic disorder in which a person's body still produces insulin but is unable to use it effectively. Type 2 is usually diagnosed in adulthood and does not always require insulin injections. However, increased obesity had led to a recent "epidemic" in cases of type 2 diabetes in young adults and children.
- Diabetes causes complications such as blindness, high blood pressure, amputation, kidney failure, heart attack and stroke.
- Insulin is **NOT** a cure!



____ Yes! We will sell SNEAKERS! JDRF will provide us with the necessary materials and training to conduct a **FUN** and successful sneaker campaign.

____ We are unable to commit at this time but here's my contact info to keep me informed about JDRF and its programs.

Contact Name: _____

Company: _____

Address: _____

City: _____ State _____

Zip _____ Phone: _____

Email: _____

Website: _____



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