

#ROLLINWITHDIABETES

APRIL 22, 2020

# The Event

Dear Supporter,

On behalf of Co-Founders Dori Williams and Gianni Robinson and the Board of Directors of Advocates for Disease Education, Inc (A4DE) we would like to invite you to be one of our sponsors for the inaugural “Rolling with Diabetes” fundraising skating event on Tuesday, April 21, 2020 in Atlanta. A4DE is a 501(c)(3) non-profit organization dedicated to empowering and educating persons with health challenges that are underserved in Metro Atlanta. Our mission is to provide disease education, awareness and skills to promote a healthy quality of life by providing scholarships to offset costs for uninsured and underinsured Atlantans.

In the coming months we have a series of school based and community-based activities that will raise awareness about the most prevalent health conditions that impact our communities. As we continue this important work, we are hoping to partner with likeminded organizations, businesses and donors to provide these much-needed programs and services for our community. Please review the attached information to learn more about A4DE and our fight to educate and advocate for Atlantans with diabetes.

The “Rollin With Diabetes” fundraiser will take place Tuesday, April 21, 2020. The event, hosted by Eboni Elektra, will be held at the Sparkles Family Fun Center, 666 Smyrna Hill Dr, Smyrna, GA from 4 to 9 p.m.

Our goal is to raise \$50,000 for this event to help provide scholarships to Atlantans struggling with the cost of medical equipment, medicine and other diabetic needs.

We would love to include you as a sponsor for the event. Please let us know how you would like to be involved and we can secure your sponsorship, event tickets and publicity materials.

Thank you for your contribution,





# Meet Our Co-Founder

## Dori T. Williams – Co-Founder and CEO of Advocates for Disease Education, Inc (A4DE)

Dori's life was impacted when her daughter Gianni was first diagnosed with Type 1 diabetes in the 2nd grade at 7 years old.

When Dori first learned of Gianni's diagnosis, she was not only overwhelmed but terrified. At 31, all Dori could recall was "It was too much information and she didn't understand the diagnosis". Her constant thoughts revolved around how they would get through this? Who is going to help and support? How will others adapt to us with all the strict regimens that the mother daughter duo were to follow. Gianni's diagnosis caused for a change in routine. Testing her sugar more than 5x's a day, eating on a schedule, taking insulin before and after meals based on her food intake in addition to her highs and lows. As a mom, all Dori could think about was why my child? A young girl at 7 years old doesn't deserve this. This caused Dori to take a step back and look at the bigger picture, nothing happens for no reason, and she thought to herself.. Maybe her and Gianni were meant to be put in this position but only their journey would tell with time, what that true purpose was. This was not only Gianni's battle, but Dori's as well.

After a lot of years of struggles & quite some thought, Dori discussed advocacy with Gianni. To advocate for those who have felt exactly as they did in the moment of Gianni's diagnosis, and in their journey to combat Type 1 diabetes while not only taking care of your health but living your life to its full potential despite diabetes holds. "The key for every advocate is education. This was a gap and something Dori felt they both lacked in. Once Dori realized it was not someone else's responsibility to teach the two of them, they decided collectively to become more proactive. When they acquired a clear understanding of the basics, they were able to ask the right questions then find solutions to fix the problems. But they were still alone!

Dori & Gianni believe that "Knowledge is power when combating illness!" so they decided to birth Advocates for Disease Education (A4DE).

A4DE is a 501(c)(3) non-profit organization that strives to:

Provide disease awareness & education, Teach coping skills to victims & caregivers, Provide resources, referrals & assistance to individuals in need, Assisting with financial resources to offset costs for uninsured and under-insured, Educate individuals on healthy eating habits & exercise for a better lifestyle, Advocate for all in need of mental, physical, spiritual and financial repair after the impact of disease and also Advocate for victims of domestic & physical violence who need disease awareness and education.

Dori is very passionate about A4DE's mission. As a mom to a child with Diabetes she is completely committed to educating about the seriousness of disease from a patient, caretaker and community standpoint. With the right support on her side she feels she can make a major change in this world.



Gianni Robinson

# Meet Our T1 Diabetic

## Gianni Robinson – Co-Founder and President of A4DE

Gianni Robinson, is the Co-Founder of Advocates for Disease Education (A4DE). Gianni was born in Washington, DC and moved to Atlanta, GA in the 10th grade after her father passed away due to complications with his heart. In 2018, she graduated from her alma mater, Spelman College, with her Bachelors of Arts in International Studies.

Just seventeen years ago Gianni's life drastically changed when she was seven years old because she was diagnosed with Type 1 Diabetes. Gianni was in 2nd grade and weighing about 48 pounds. Imagine a 7 year old losing 20 pounds, vomiting over 20 times a day, in the bathroom majority of the day, and not able to consume any food. Gianni was having these side effects because her blood sugar was 899 when she was diagnosed, when the average person's blood sugar should range from 80-140. As a child she felt she was different and there was nobody around to understand how she felt so she hid her chronic illness from her friends and peers. Gianni remembers hiding to go to the nurses office to test her blood sugar or take her insulin just because she was embarrassed that the other kids would find out. Talking about diabetes has always been an educational moment for Gianni because people usually do not know the difference between Type 1 and Type 2 Diabetes. It took her awhile to be comfortable with exposing that she has diabetes to the world. Gianni's mother, Dori, has been her biggest advocate alongside support from her partner, friends, and family through her struggles with diabetes. She has realized the importance of taking care of herself because she wants to make sure she lives a long healthy life by not letting diabetes deteriorate the rest the other organs in her body. Additionally, she doesn't want her mother and loved ones worried about her health. She gets motivated by seeing other people with diabetes going through the same struggles just as herself. Social media has helped Gianni cope a lot by connecting with different Type 1 Diabetics. Gianni wants to help children growing up with diabetes to reassure them that there is nothing to be afraid of nor hide from the world. Gianni feels having diabetes is special and what makes you different from others. She wants to educate children with diabetes and without to help children feel proud to voice to the world that they have a chronic illness. To the others without diabetes she wants them to understand that this is not an illness that they chose to have or no they did not eat too much candy/sugar and it caused them to have this illness.

Overall, Gianni is committed to be a champion in this space. She will creatively find those that need resources & assistance and help them find a way no matter what! As the Co-Chair A4DE, Gianni Robinson is devoted to leading the journey. Providing disease education, awareness & skills to promote a better quality of life is a top priority that Gianni will focus on to make major impact our communities.



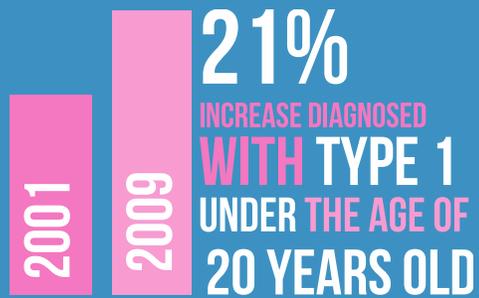
# Statistics

APPROXIMATELY  
**1.25**   
MILLION AMERICANS  
HAVE TYPE 1  
DIABETES

BY **2050**  
**5 MILLION**   
ARE EXPECTED TO BE DIAGNOSED  
WITH TYPE 1  
DIABETES

**20K**   
UNDER THE AGE OF  
20 YEARS OLD  
HAVE TYPE 1  
DIABETES

**\$14 BILLION**  
IN TYPE 1  
DIABETES  
ASSOCIATED AND LOST  
HEALTHCARE \$  
EXPENDITURES EACH YEAR



BY **2050**  
**600K**  
UNDER THE AGE OF 20  
ARE EXPECTED TO HAVE  
TYPE 1 DIABETES

ESTIMATED  
**40K**  
YEARLY  
ARE DIAGNOSED  
WITH TYPE 1  
DIABETES

UNDER THE AGE OF 20  
NON-HISPANIC WHITES  
HAD THE **HIGHEST**  
NEW DIAGNOSIS  
OF TYPE 1

# Tips for Treating Low Blood Sugar

If you are not able to check your blood glucose and you think it's low, treat the symptoms regardless. Low glucose can be dangerous if not treated, so it's better to be safe.

Make sure to eat a mixed meal or snack after treating low blood glucose. This should consist of fat, protein, and carbs. It helps to prevent a fall in blood glucose once the simple carbs "wear off." Discuss how much insulin to give for this post-low-carb intake with your diabetes team. Some insulin is almost always needed to prevent a rebound high.

When calculating your carbohydrate dose, do not count the carbs taken to treat low blood glucose.

Do not over treat a low. Eating or drinking too much carbs could cause your blood glucose levels to go too high. Record any low blood glucose levels in in your record book/electronic log, noting causes (exercise, too much insulin, not enough food) to discuss with your diabetes care team.

Sometimes drinking water while waiting to recover from a low is helpful, the symptoms from a low blood glucose reaction may persist after the low has been treated. Drinking water can help satisfy the urge to have more carbs.

# Diabetic Essentials

## MEDICAL SUPPLIES DIABETICS NEED:



## MEDICAL DEVICES USED BY DIABETICS

Sponsorship type	Type-one-wonderful \$5,000 15 tickets	The hydrator \$2,500 10 tickets	Prickly provider \$1,000 5 tickets	Insulin increaser \$500 5 tickets	SPONSORSHIP OPPORTUNITIES	
Title Sponsor						
Company name displayed at events						
Company name mentioned in all advertising						
Company name acknowledgment on a4De website						
Social media exposure						
Speaking opportunities						
Private VIP opportunities Title sponsor room						
Shared VIP room						
Food & non-alcoholic beverages						
Event swag bag						
Vendor table						
Photo opportunities with scholarship recipients/ honorees/celebrity						
Sponsorship credit						

# Ticket Admission

**GENERAL  
ADMISION**

**\$20**

**SKATE RENTAL**

**[CLICK HERE](#)**

**[CLICK HERE](#)**

**VIP ADMISION**

**\$50**

**SKATE RENTAL & SWAG  
BAG INCLUDED**

TO PURCHASE THROUGH  
EVENTBRITE

TO PURCHASE THROUGH  
A4DE Website

# Ambassador Program

Join the family

## The Who:

- Brand Ambassadors are partners with creative passion to support our vision
- Promoting Fundraiser online & by word of mouth

## The Love:

- Scholarship Presented in your honor
- 2 tickets to our 2020 Black Tie Gala



@aliciaetheredgebro  
wn



@grantwill2



@dayymom



@dayybella



@glitchesandglitter  
@laurynhendrix



@leticiamariiegardner  
@rodgardner87



# What Sponsors Want to Know

A4DE's target is Diabetics & financially devastated individuals transitioning from their parent's insurance to self pay

## How will we select/offer scholarships and resources to the diabetics who need medication?

A4DE Board will vote on applicants based on:

- Medical necessity
- Financial status
- Age
- Household Income
- Insurance status

Each applicant will submit an application for interview, we will review:

- Suggest partnerships with companies that offer patient assistance programs
- Offer Scholarships to pay for medications as recipient partners with companies through their patient assistance programs

## How many people will we help per month?

- Goal to offer \$5-10K monthly in scholarships to underwrite cost medication and medical necessities.

## How will we Measure our Event Success:

- Check in (Numbers of attendees)
- Post event (Surveys)
- Reservations by ticket type (Reg vs VIP)
- Number of attendees committing to return next year
- Sponsorship satisfaction survey
- Number of active influencers
- Doctors
- Celebrities
- Advocates
- Social Media Engagements
- How many following social media account?
- How many participating in RWD Challenge?
- Speaker Engagement
- How many sponsors speak at event
- Number of Scholarships offered
- Teaming up with companies that offer patient assistance programs

## What are the benefits to the sponsor?:

- Brand Visibility
- Recognition

## Is my donation tax deductible?:

*Yes, A4DE is a nonprofit organization officially recognized by the Internal Revenue Service (IRS) as 501(c) (3) # 46-3390688. Charitable gifts made to A4DE are considered to be tax deductible contributions. The money donated for this fundraiser will be used to assist minorities with diabetes to offset medication costs & supplies. A4DE's charity status can be searched in the GA Attorney General's database at <http://verify.sos.ga.gov>*

# Sponsorship Form

Advocates for Disease Education | “Rollin with Diabetes” |

## April 14th 2020

To raise awareness about diabetes and how this disease plagues our communities and offer financial resources to those in need. Please consider the following ways you can make “Rollin with Diabetes” a success!

**Deadline for sponsorship: April 14<sup>th</sup> 2020**

## Event Supporters

\$5,000 [ ] \$2,500 [ ] \$1,000 [ ] \$500 [ ]  
Auction [ ] SWAG [ ]

## Become a corporate sponsor or event supporter today!

- Sponsor
- Participate on planning committee
- Volunteer at event
- Sponsor/Host event at your facility
- Informational Vendor Table
- SWAG Bag Donation
- Auction item Donation

## Sponsor Information

**Business Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Contact Phone:** \_\_\_\_\_

**Contact E-mail:** \_\_\_\_\_

## Next steps?

Please email your company artwork to [ROLLINWITHDIABETES@A4DE.ORG](mailto:ROLLINWITHDIABETES@A4DE.ORG)  
Please email this completed sponsorship form to [ROLLINWITHDIABETES@A4DE.ORG](mailto:ROLLINWITHDIABETES@A4DE.ORG)  
and contact Dori Williams at 770.789.9887 with any questions

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# Our Big Event!

DO YOU HAVE DIABETES? DO YOU HAVE A LOVED ONE WITH DIABETES?  
ARE YOU A CARETAKER OF A DIABETIC? DO YOU HAVE A FRIEND THAT HAS DIABETES?

# POSTPONED

WITH

# DIABETES

# DUETOCVID

PRESENTED BY @A4DE

TUES APRIL 21 2020

4PM - 9PM

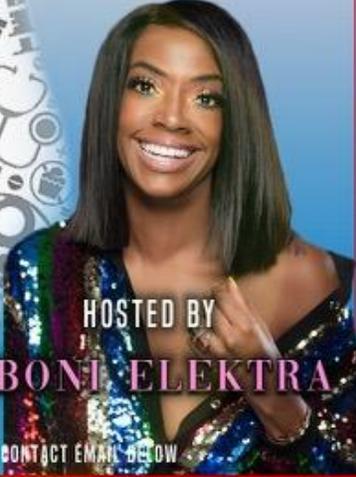
HOSTED BY  
**EBONI ELEKTRA**



666 SMYRNA HILL DR, SMYRNA, GA 30082



Advocates for  
Disease Education



#RollinWithDiabetes

SPONSORSHIP PACKAGES AVAILABLE. FOLLOW US TO JOIN OUR DIABETES CHALLENGE. FOR MORE INFO, TICKET PURCHASE, VOLUNTEERING & MORE CONTACT EMAIL BELOW

ROLLINWITHDIABETES@A4DE.ORG / #ROLLINWITHDIABETES