

**DIABETES**  
**CANADA**

**LACE UP**  
**TO END DIABETES**



## **Lace Up to End Diabetes**

Fundraising toolkit

[laceup.diabetes.ca](http://laceup.diabetes.ca)



# Step by Step Guide to Lace Up

Ready to get started? It's easy, follow these steps:

## Step 1: Join

1. Choose how you want to participate: Start a team, Join a team or Go solo.
2. Visit [laceup.diabetes.ca](https://laceup.diabetes.ca) or download the Lace Up app to Join.
3. Access your participant centre and customize your fundraising page.

## Step 2: Share

Now that you have access to your participant centre, you can personalize your fundraising page, set up goals and follow these suggestions to spread the word about how you are Lacing Up.

Post with #LaceUpYourWay and tag @DiabetesCanada to be featured on our social media!

Personalize your fundraising page

Make a self donation

Share on social media

Email your social circle

Thank your teammates and donors

Monitor and share your progress

Tell everyone why you are Lacing Up

## Step 3: Change Lives

A world free of the effects of diabetes is our vision. That's why we're working together to:



### Support

children and youth with type 1 diabetes through medically supervised summer D-Camps across Canada.



### Improve

the quality of life of people living with diabetes through support services and resources.



### Share knowledge

and create connections for individuals and the healthcare professionals.



### Advocate

through public policy such as the new Framework for Diabetes.



### Fund research

to improve treatment, prevention, and ultimately find a cure.

## 3 Easy Steps to Raise \$500



### STEP ONE

Kickstart your fundraising  
Donate \$50 yourself



### STEP TWO

Email 10 family and friends  
(10 x \$25 = \$250)



### STEP THREE

Share on social media  
(8 x \$25 = \$200)

**= YOU HAVE RAISED \$500**

## Step 4: Celebrate

You're a Super Star! You've Laced Up and raised funds and awareness on behalf of the 1 in 3 Canadians living with diabetes or prediabetes. Here's how your hard work is changing lives every day:

**\$50** - Provides 25 health-care professionals with toolkits to help their patients understand diabetes and its management.

**\$150** - Provides up to 75 people with support for questions related to diabetes management, programs, and services through our toll-free helpline 1-800-BANTING.

**\$200** - Sends one child with type 1 diabetes to D-Camps for a day to learn about diabetes self-management.

**\$500** - Funds a diabetes research lab for half a day, bringing us closer to finding a cure.

Now it's time to celebrate our achievements! Join us on Sunday, September 24 to celebrate Lace Up Day on social media and recognize the thousands of Canadians who participated in Lace Up to End Diabetes.





# Download the Lace Up App

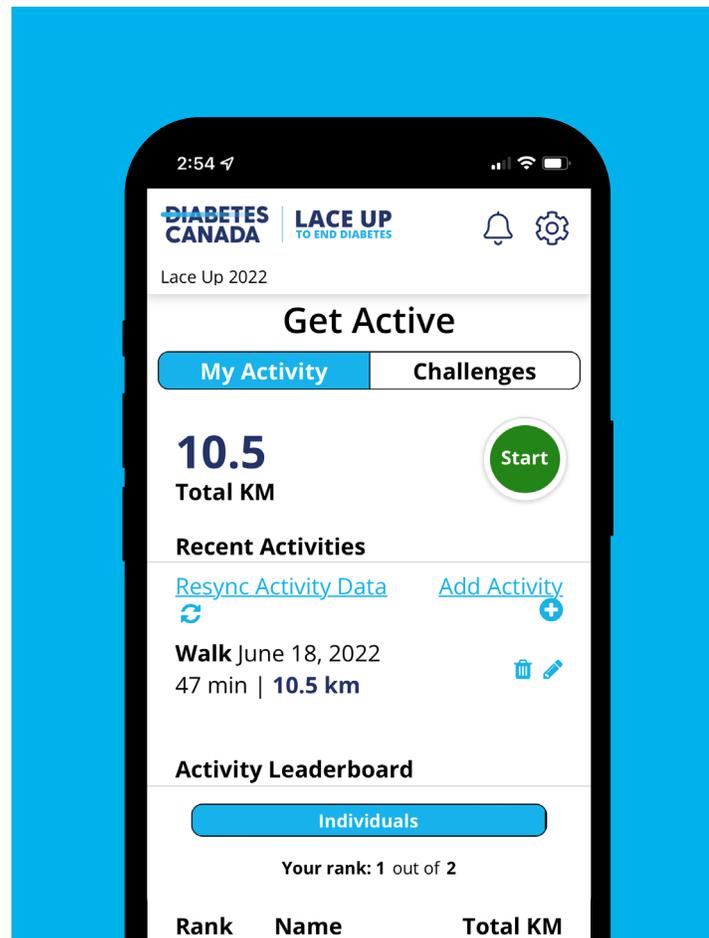
Get it on Google Play or the Apple Store

The Lace Up app is the easiest way to update your fundraising page and share the fun with friends, family and colleagues.

Download it today on [Google Play](#) or the [App Store](#). People who fundraise with the app raise an average of 3.5x more – that’s 3.5x more impact for people affected by diabetes or prediabetes.

## Why Lace Up on the app?

- Use it on your phone, tablet or with your smart watch.
- Share your progress with a couple taps by email, text or on social media.
- Earn achievement badges exclusive to the app.
- Join new activity challenges as you go.





# Thank you for Lacing Up this September!

If you have any questions, please contact us at  
[laceup@diabetes.ca](mailto:laceup@diabetes.ca)