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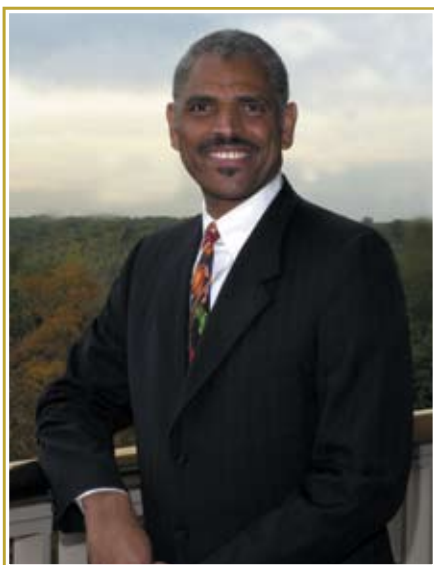
THE NEWSLETTER FOR JDRF'S \$1 BILLION CAMPAIGN
From Research to Reality: the Campaign to Accelerate the Cure for Diabetes

LETTER FROM THE GLOBAL CAMPAIGN CHAIR:

I never cease to be surprised by the generosity of the JDRF community. Because of your farsighted commitment, our Research to Reality Global Campaign is nearly half of the way toward reaching its \$1 billion goal by 2009. ¶ We've created this new periodical because we want to recognize your critical philanthropic partnership with JDRF. In each issue, we'll be highlighting groundbreaking research developments and initiatives, and the individuals who are making it possible. ¶ In this inaugural issue, you'll learn how two families were inspired to make extraordinary leadership gifts, and how enterprising volunteers have transformed an already top fundraising operation into a financial powerhouse. And in our photo gallery you'll share in the events where our brightest stars shine. ¶ It is a delight to have you join us as a Pacesetters reader. Like you, I'm passionate about JDRF and its sense of urgency to find a cure. Since I was diagnosed with type 1 diabetes at age 26, I've experienced temporary blindness and nearly lost my life. I'm prepared to do whatever it takes to advance the science that will end the tyranny of this disease, and I know you share my conviction. ¶ Thank you for your dedication. Please e-mail us at pacesetters@jdrf.org to let us know what you think of Pacesetters. Please notify us if you would prefer to receive future issues or research updates and highlights electronically.



Jim Tyree, Global Campaign Chair—*From Research to Reality: the Campaign to Accelerate the Cure for Diabetes*



JDRF Names Arnold W. Donald President and CEO

*O*n January 3, 2006, Arnold W. Donald became JDRF's President and Chief Executive Officer. Mr. Donald comes to JDRF from Merisant Company, a global consumer food products busi-

ness, where he served as Chairman and CEO through June 2003, and as the company's Chairman of the Board thereafter. "I am thrilled to be joining an organization with the research reputation, global reach, record of innovation, and importance of mission of JDRF," Mr. Donald said. "And I'm deeply committed to continuing and accelerating our efforts to find and bring to market cure therapeutics on behalf of the

millions around the world suffering from diabetes. I am confident that working together, we will get there." In recent years he made JDRF his primary philanthropic and advocacy focus. In 2003, Mr. Donald became Gala Corporate Chairman of the Metro St. Louis/Greater Missouri Chapter. He has played in JDRF golf tournaments, participated in the chapter's Gala Fund A Cures, and in 2005 hosted a fundraising

event in his home that was attended by Missouri Governor Matt Blount and raised more than \$80,000. The event's success relaunched the chapter's major donor program.

Mr. Donald founded Merisant Company—whose products include the sweetener Equal—as an enterprise committed to the growing global need for health, nutritional and lifestyle products. Previously, Mr. Donald was a senior executive at Monsanto Company in St. Louis, where his responsibilities included overseeing that company's pharmaceutical and agricultural biotechnology businesses. Mr. Donald has been named "Executive of the Year" by Black Enterprise magazine, and one of Fortune magazine's "50 Most Powerful Black Executives in America." He has an extensive history of involvement in local, national, and international organizations. ■

Illinois Chapter A Recognized Leader



Mary Tyler Moore, JDRF International Chairman, Glen Tullman, Chair of JDRF Illinois' \$100 million campaign, and Trish Tullman at the campaign's official launch in June 2005

*T*ime and again, JDRF Illinois has set the pace among the organization's chapters in the U.S., contributing \$14.5 million for type 1 diabetes research in 2005 and earning the "JDRF Chapter of the Year" honor. Anchored in Chicago, the Chapter has benefited from the city's prestigious scientific institutions and its cadre of savvy business executives committed to JDRF. The Chapter draws on these assets in raising funds through extraordinary individual giving and well-coordinated special events and programs.

One of the Illinois Chapter's most aggressive recent innovations dovetailed with JDRF International's larger fundraising efforts. The Chapter has launched a local \$100 million campaign in support of JDRF's \$1 billion Global Campaign, *From Research to Reality: The Campaign to Accelerate the Cure for Diabetes.*

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A Family's Gift of Giving

A strong and deeply spiritual woman, North Carolina's Beverly Berry has been an inspiration to her loved ones. Together with her husband, Ray Berry, CEO of The Fresh Market, Mrs. Berry helped create the concept of the successful specialty food store chain, based in Greensboro. But it was her courage in fighting diabetes and her family's single-minded devotion to finding a cure that inspired an extraordinary gift to JDRF, and a research center dedicated in her name.

Last year, the couple's daughter, Amy Berry, and her husband, Michael Barry, who is Chief Financial Officer of The Fresh Market, honored Mrs. Berry by "putting our money where our hearts are." They contributed \$1.5 million to create the JDRF/Beverly Berry Center for Immunological Tolerance in Type 1 Diabetes at Harvard Medical School. The Center is focused on research to block the immune processes that cause type 1 diabetes.

"We wanted the gift to acknowledge someone who has had a great impact on our lives, while actively moving research forward," says Mr. Berry. "We'd always felt JDRF is focused on funding cutting-edge research for a cure, and we think

"It was time to cure the disease. That's when we discovered JDRF and its focus on finding the cure."

—Ray Berry

the Harvard Center has tremendous breakthrough potential."

Today, Ray and Beverly Berry live in their Greensboro home within a few blocks of their children, Amy and Brett, their spouses, and five grandchildren.

The company is also a family affair, with Ray Berry, Michael Barry, and Brett Berry serving as the top executives of The Fresh Market. Ray Berry, opened the first store in Greensboro in 1982, with Mrs. Berry serving as key advisor and board secretary. The Berrys' insistence on quality and service led to the expansion of the business to 50 highly successful

stores, mostly in the Southeast.

Just as it took a team effort to grow the family business, it took mutual support to deal with the dramatic changes in the family's life when Mrs. Berry, at the age of 31, was diagnosed with type 1 diabetes. At the time, Amy was 3 and Brett 5. Their mother accepted her disease unconditionally, never attempting to hide it from her family or the world. "My mom did a wonderful job of making it so it wasn't a scary thing for me and my brother," Amy Barry says. "We became used to the insulin shots, dinner every night at 6, and helping our mom through her ups and downs."

Mrs. Berry's diabetes was of the "brittle" kind. The children learned to read the changes in her demeanor that indicated unpredictable swings in her blood sugar levels, and then alert her to the danger. Eventually, she developed serious complications of diabetes, including diabetic retinopathy, which threatened her sight and required several laser surgeries. As she battled the disease, the family only grew stronger. "It brought us closer together and inspired us to replace fear with faith," adds Mr. Berry, "and I think over time we all became more compassionate people."

As the threats from her diabetes increased, Mrs. Berry and her husband became determined to work for a cure. In 1994, they joined the JDRF Piedmont Triad Chapter in neighboring Winston-Salem. They began making personal donations, joined the chapter's very first Walk to Cure Diabetes, and became members of the Friends Council, a group of business leaders who advise the chapter on fundraising and development. "I wasn't thinking about a cure for me," says Mrs. Berry, "but for the many children who will get this disease. When each of our grandkids was born, I'd say, 'Please, don't let this



Beverly and Ray Berry

disease be passed down." For Mr. Berry, it was a matter of priorities: "I felt it was the bottom line that mattered," he says. "It was time to cure the disease. That's when we discovered JDRF and its focus on finding the cure."

The cure became not only the family's cause, but the company's chief philanthropic focus, as well. For 12 years, The Fresh Market has held annual sidewalk sales at its stores, raising over \$400,000 for JDRF. The Fresh Market became the first Presenting Sponsor for the JDRF Walk in Greensboro, and has long been a major supporter and sponsor of JDRF galas. Mr. Berry and Brett Berry have both served on the Chapter's board. "We view ourselves as a company that cares about the community," says Mr. Berry, "and year after year, our customers and our employees come through for us."

Two years ago, Mrs. Berry was diagnosed with ovarian cancer. The news had a terrible impact on the family, but she vowed to fight even harder. "It was a huge blow, but we can and must walk the walk and keep up the fight," she says.

The same kind of determination will be critical to developing cure and preventive therapeutics at the Harvard Center. "The scientists here are absolutely top-notch," says Mr. Berry, "We hope and believe that their research will be one of the building blocks that will lead to

something magical in the future," says Mr. Berry.

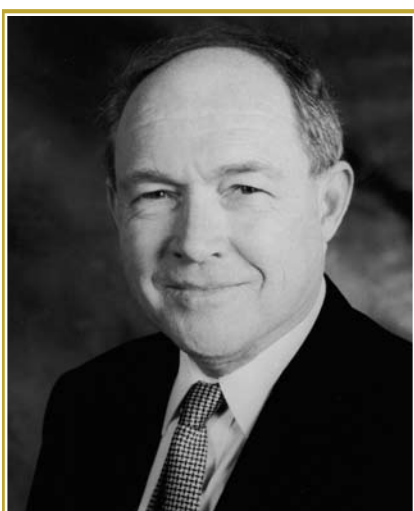
The Center's directors, Diane Mathis, Ph.D., and Christophe Benoist, M.D., have already achieved major advances in understanding how immune tolerance breaks down in diabetes and in the innovative use of technology to speed the development of cures.

"It was incredibly moving," said Dr. Mathis of her first meeting with Berrys and Barrys. "We work in the lab day after day to solve difficult problems, and then to develop a relationship with the people who have the most personal interest in solving these problems. It's hard to explain how deeply that affects and motivates you."

About the Harvard Center, Mrs. Berry said, "I was speechless when Mike and Amy told me about their gift. The magnitude of what can be accomplished in touching the lives of many overwhelms me. I'm inspired by the thought that one day diabetes will exist only in history books."

Mrs. Berry says she wouldn't trade her life for any other. "When I think about Mike and Amy's gift, and the support and love from everyone in the family, there's no way to explain what it means to me. It's being surrounded with love," she says. "I think of our family life as a garden that we keep weeding, and it becomes more beautiful because of the lessons we learn." ■

A Champion of Diabetes Research



John McDonough

When Chicago's John McDonough established JDRF's first planned gift, the \$10 million John and Marilyn McDonough Charitable Trust, in February 1995, he was determined to make a significant impact upon diabetes research. A seasoned entrepreneur and business executive, Mr. McDonough knew changing the course of diabetes research would require initiative and a lot more money than even his considerable gift. Convinced planned gifts made good business sense for both donors and charitable organizations, he

devised a potentially lucrative plan to help JDRF create a planned giving program.

The first thing he would have to do was to sell his vision of a planned giving program to JDRF leadership. Newly retired after completing the merger of his dental imaging company, Gendex Corporation, with DENTSPLY International, Mr. McDonough sprang into action. Elected Chair of the JDRF International Board of Directors, he joined the Major Donor Committee and set out to rally others behind the cause. He lobbied JDRF staff and board

members. He convinced them that planned gifts enable donors to give more through incentives such as tax benefits. He illustrated how, for JDRF, the program would grow into a cash flow that could be depended on from year to year.

When Mr. McDonough won their support and JDRF had hired its first National Manager of Planned Giving, he made personal appearances at chapters, informing them about planned giving and generating support and enthusiasm for JDRF's new program. Today, the program's revenues are increasing by 20% per year, and



CENTER SUPPORTERS GET FIRST-HAND LOOK: Harvard investigator Dr. Gordon Weir (second from r) gave a tour of his lab last summer to (l-r) Haley, Jeff, and Lou Anne Jensen, who help support two JDRF diabetes research centers.



STEPPING OUT FOR A CURE: (l-r) 2005 Living & Giving Award Recipients, David I. (Duke) and Barbara Roos and Gala Co-Chairs, Rutherford and Laura Turner Seydel at the Hope for a Cure Gala in Atlanta.



PUTTING HOPE AT CENTER STAGE: Longtime JDRF supporters, Dr. Hugh McLeod, Dr. Byron Williams and daughter, Colleen, Leslie McLeod and Justin Williams enjoy the 2005 Georgia Chapter "Broadway in Buckhead" Hope for a Cure Gala.



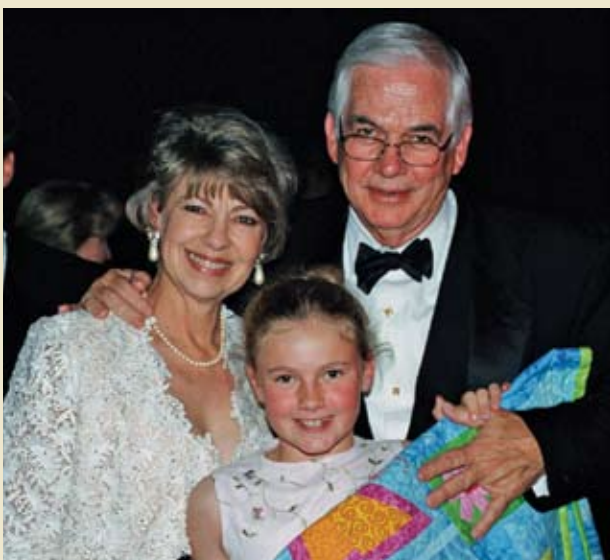
FACES OF OUR FUTURE: (From front to back, l-r):Front: Dustin Henry, Stephanie Patton, Shea Reilly, and Roy Richie, IV Middle: Max Rowe, Julianna Holtzman, Turner Rapp Back: Arnold and Hazel Donald



CITY OF THE BIG DONORS: (l-r) Global Campaign Chair James Tyree, Illinois Chapter Executive Director Amy Franze, and Senator Barack Obama celebrate leaders who support diabetes research at the Best of Illinois dinner at Chicago's Notebaert Nature Museum



CARRYING THE TORCH FOR CURES: Dana Reeve (l), wife of the late Christopher Reeve and recipient of the 2005 "caregiver" award, with JDRF donor Lucy Fisher and Patty Davis at the "Finding a Cure . . . A Love Story Gala" held by the Los Angeles Chapter.



CUT FROM THE FINEST CLOTH: Larry and Charlotte Franklin and granddaughter Mackenzie Borchardt at the South Central Texas Chapter gala, following Larry's successful bid in the Fund A Cure auction on a special quilt made by Mackenzie and other type 1 children.



SUPPORTIVE IN SAN DIEGO: Steve Altman (l) and Lisa Altman (far right), generous donors and volunteers with the San Diego chapter, at home with their children and other 'family members.'



NEW YORK STATE OF MIND: JDRF founder Carol Lurie with Humanitarian Award Recipient Martin Soeters, President of Novo Nordisk, Inc. at the New York Chapter's 2005 Promise Ball in October.

A Champion of Diabetes Research

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the estimated value of commitments has surpassed \$100 million—thanks in no small part to Mr. McDonough's foresight and initiative.

With type 1 diabetes in three generations of his family, Mr. McDonough knows the disease's physical and emotional challenges only too well. He remembers the day 63 years ago in a Chicago hospital ward when his parents told him he had diabetes. "My father was simply devastated about my diagnosis," he recalls. "It hadn't been that many years since he watched his own father die from the disease." Mr. McDonough was not to be spared a

father's anguish, either: His daughter Allison was diagnosed at age 25, an event that decided him on making diabetes research a key priority in his life. For more than a decade he has been highly supportive of JDRF and its Illinois Chapter. "JDRF is extraordinarily efficient in funding the most relevant, best research," he says.

The 69-year-old Mr. McDonough seems indefatigable. Loss of his left leg to diabetes complications in 1998 did not stop him from coming out of retirement in 1999 to join household goods manufacturer Newell as CEO. After he ushered the company

through its acquisition of Rubbermaid, he joined his son Edwin in founding a new medical and dental business, McDonough Medical Products Corporation, where he continues as Chairman.

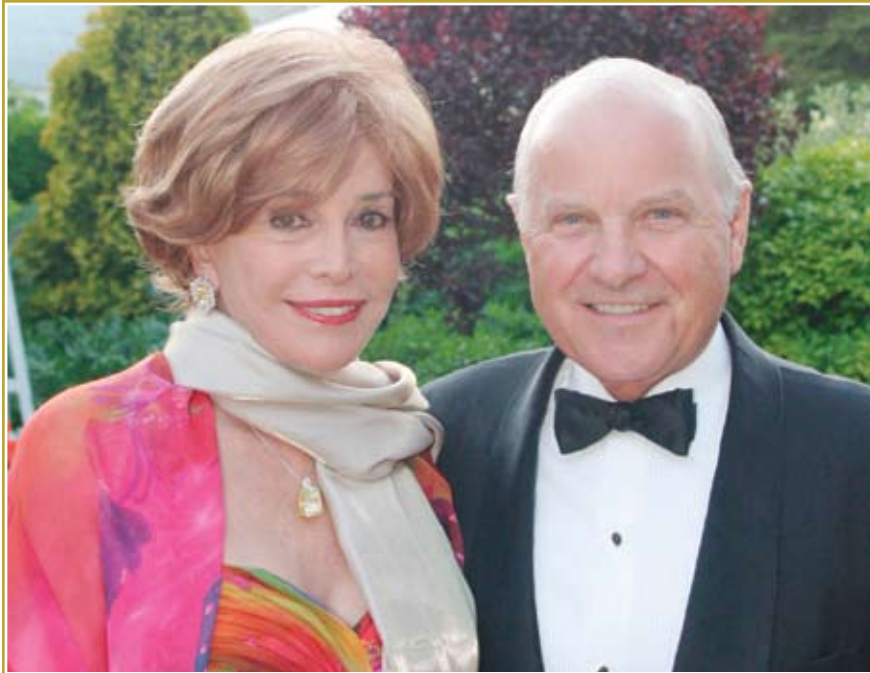
Today, Mr. McDonough remains a consummate JDRF volunteer and benefactor. A member of the JDRF International Board of Directors, he is working with the expanded Planned Giving staff on developing and implementing a new marketing plan for the program and is taking care that it remains a high priority before the Board. He has given nearly

\$5 million in direct contributions through his McDonough Foundation in addition to his \$10 million charitable trust. But the McDonough dedication to JDRF does not belong to him alone. The entire family, including all five children and all seven grandchildren support JDRF's mission to find a cure.

Mr. McDonough, who loves golf, continues to play in all of JDRF Illinois' Ron Santo tournaments with the help of a fully articulable artificial leg. Fittingly, he has engraved the knee of the prosthesis with the words, "JDRF Cure." ■

Grandparents' Gift Gets Greater Bay Area Campaign Rolling

Illinois Chapter
(continued from page 1)



Ann and Charles Johnson

For most people, Halloween is about ghoulish tricks and treats and false scares. But for one family, the holiday conjures an authentically frightening experience.

On Halloween eve three years ago, Christopher Bolt, then age 10, was diagnosed with diabetes. When Christopher's worried parents called their pediatrician about his unusual symptoms, the nurse immediately identified the boy's illness and urged them to rush Christopher to the emergency room. While Christopher fortunately did not go into a coma, he did end up in intensive care at Lucille Packard Children's Hospital at Stanford University. His parents, Robert and Jennifer Bolt, who had never had any exposure to type 1 diabetes, were scared and

meeting, Mrs. Bolt, who is Chief Information Officer of global investment management company Franklin Templeton Investments in San Mateo, had agreed to serve as the Chapter's Corporate Chair for the Walk to Cure Diabetes. She also agreed to join the Silicon Valley Branch board. When Mrs. Bolt attended her first board meeting she was impressed by the focused, no-nonsense manner in which the group rapidly got down to addressing the issues confronting the Chapter. "Talk about an efficient nonprofit," she says, "They're efficient with your time, they know what their objective is, and everyone is passionate."

Witnessing JDRF's effectiveness firsthand, Mrs. Bolt was optimistic that her family's foundation would be eager to invest in JDRF's mission to

could provide a solid investment base for a Greater Bay Area Chapter major gifts campaign in support of JDRF's From Research to Reality Global Campaign. It was decided the gift would be presented as a challenge so as to inspire members of the Chapter to raise an additional \$5 million. The Chapter created a proposal based on the meeting. The Foundation responded with a \$5 million grant, among the largest individual gifts JDRF has ever received. Peter Van Etten praised the Johnsons for their leadership as JDRF investors. "This magnificent gift is certain to inspire much generosity and to motivate energetic fundraising on behalf of the Campaign," he said.

For the Bolt family, Christopher's diagnosis has brought opportunities as well as challenges. The couple had always wanted to spend more time with Christopher, who is now 13, and his four siblings, Mary, 14, Catie, 10, Gillian, 9, and Cameron, 4. The imperative of helping Christopher learn to manage his condition was the perfect chance. After each spouse evaluated their options, Mr. Bolt, who is Senior Vice President of telecommunications company Calltower Inc., decided to reduce his working hours. He now picks up the kids after school each day and delights in the deepened relationships with his children that the arrangement has provided. But, he says soberly, parenting a son with diabetes has required a delicate balance between extra watchfulness and letting go. "In dealing with type 1 diabetes, you want to help your child, but you must teach them to manage for themselves," he says.

With his parents' support and assistance, Christopher has faced his condition bravely and become skilled in handling diabetes' daily challenges. The first summer after his diagnosis, he went off to his sleepaway camp as he did every summer, determined not to let diabetes stop him from doing what he enjoyed. "It's a scary prospect for a child used to being around people who are familiar with diabetes," says Mrs. Bolt, "But his perspective was that his diabetes was now a routine and necessary evil and he just had to deal with it—it was scarier for us than him!"

Christopher went on the pump a year ago July. Mr. Bolt marvels at how much easier diabetes management has become for his son since that time. "It's funny, because he swore he'd never use the pump—but now he won't go back," he says. "Let's face it, it's the tremendous work of organizations like JDRF that have led to advances in diabetes management that allow Christopher to thrive. JDRF's singular focus on finding a cure is what inspires us with hope that a cure will be found in his lifetime." ■

"JDRF's singular focus of finding a cure is what inspires us with hope that a cure will be found in his lifetime."

—Robert Bolt

bewildered, remembers Mr. Bolt. But the medical staff at the hospital reassured them the illness wasn't immediately life threatening, giving them confidence that they and Christopher would be able to handle his diabetes. "They were great, and made our family's transition easier," he says.

The Bolts, who are both business executives and have five children, are accustomed to confronting challenges by taking thoughtful and decisive action. So the couple fixed their sights on cure-directed research as the most promising way to beat the disease. They mentioned their intention to a family friend, a parent of a six-year-old with type 1 diabetes, who asked the JDRF San Francisco Greater Bay Area Chapter to get in touch with the Bolts. Shortly afterward, Mrs. Bolt received a phone call from the chapter's Peter Draeger, who requested to meet with her. By the end of the

cure the disease that had so abruptly interrupted Christopher's life. Mrs. Bolt's parents, who established The Charles B. and Ann L. Johnson Foundation, were no strangers to the heartbreaking medical ordeals some families must endure. Charles Johnson, who is Chairman of Franklin Templeton Investments, and Dr. Ann Johnson, a retired psychiatrist who specialized in pediatric neurological and mental development, had previously lost their daughter Mary to a fatal embolism. "They really understand what we as parents are going through," says Mrs. Bolt. "And they have been very distressed watching diabetes compromise their grandson's childhood."

At Mrs. Bolt's suggestion, the Chapter set up a luncheon meeting with JDRF President and CEO, Peter Van Etten, the Bolts, Mrs. Bolt's father Charles Johnson—and Christopher. The group discussed how a gift from the Johnson Foundation

The inspiration for the Illinois campaign came a few years ago, when Chapter and former International Board member Karen Peterson proposed a lofty multi-year fundraising target to maximize the Chapter's revenue opportunities and push the pace of research even faster. In 2004 the Chapter's volunteer and staff leadership decided upon the ambitious \$100 million target.

JDRF Illinois selected longtime Chapter board member Glen Tullman to lead the campaign. Mr. Tullman is Chairman and CEO of Allscripts Healthcare Solutions, the Chicago-based medical information technology firm.

Glen and Trish Tullman were no strangers to diabetes when their son, Sam, was diagnosed in 2003. Mr. Tullman's niece, Ashley, already had the disease, and the couple had shown their concern by participating in Walks each year. But Sam's, diagnosis turned the Tullmans' world upside down.

"My company had been doing the Walk, we were attending events, and I thought I was committed," says Mr. Tullman. "But I didn't get it." When Sam, who looked up to his father as a great problem solver, asked, "Dad, you can fix this, right?" Mr. Tullman resolved to leave nothing to chance and intensified his efforts to do everything possible for JDRF.

JDRF Illinois first announced the \$100 million campaign in December 2004, one month after JDRF International announced its \$1 billion campaign. In early 2005, Mr. and Mrs. Tullman gave the initiative a critical boost, making a \$1 million gift.

Robin Harding, JDRF Executive Vice President for Development and Chief Operating Officer, is confident that this leadership gift will garner other donations. "Mr. Tullman has the type of passion and personal commitment that says to fellow business leaders 'Join me,'" she said.

Mr. Tullman is only one among a group of high-profile business figures in the Chicago area who have helped advance the Illinois campaign—and JDRF International—in many ways. For example, the Illinois campaign has already received a \$1 million gift from James Tyree, chair of the Global Campaign. ■

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Editorial/World Headquarters
120 Wall Street
New York, NY 10005-4001
212-785-9500/800-533-2873
www.jdrf.org