



PUMP COUTURE

FASHION SHOW



JOIN THE COMMITTEE
SPRING 2025

**DIABETES
CANADA**

STEP UP AND JOIN THE COMMITTEE

We are looking for passionate individuals who share our belief in this incredible cause to join our committee team.

Being a committee member is so much more than planning the event. It means investing your time, energy and innovation into our shared goal to create the best event for a cause that matters to each of us.

Your dedication will make a deep and lasting impact on the lives of many who live with diabetes. Please join us on this mission to end the stigma around diabetes and fundraise to mitigate the impacts of diabetes.

If you would like to be a integral part of this change, we invite you to become a committee member for the Pump Couture Fashion Show 2025!



COMMITTEE ROLES

PUMP COUTURE COMMITTEE CHAIR: (1 opportunity)

Working in partnership with the Pump Couture staff lead, the Pump Couture Chair will oversee the entire event and provide:

- 2-year commitment
- Provide leadership to the committee members ensuring all goals are met and exceeded
- Promote awareness of the organization's mission and work
- Cultivate a network of dedicated donors, sponsors, and volunteers
- Support recruitment of committee members
- Chair meetings and liaison with members and staff
- Reports with the DC Manager, Community Fundraising and Events to the Director/Senior Manager of Community and Fundraising Events
- Liaise with Media, if applicable
- Time Commitment September 2024 to August 2026 (*inclusive of succession planning with incoming Chair*)

Approximately 10 Hours a month – Virtual Meetings

SPONSORSHIP & DONATIONS COMMITTEE MEMBERS: (4-5 opportunities)

Working with the Manager, Community Fundraising and events, the objective of this role is:

- Support Committee Chair in sponsorship and donation procurement
- Adhere to Diabetes Canada partner prospect clearance procedures - ensuring alignment with organizations that share similar values
- Actively solicit financial donations from target business, and network of friends, family, and colleagues
- Make initial and follow up face to face visits and/or phone calls to acquire a contribution
- Consistently inform chair and DC Lead of progress/status
- 11-month commitment (September 2024 – August 2025), 5-10 hours per month, virtual meetings



COMMITTEE MEMBER LEAD-MODELS (1 opportunity)

Working with the Pump Couture Lead, the objective of this role is:

- Promote awareness of the event to community members and people living with both type 1 and type 2 diabetes
- Provide leadership in recruitment of new models (25-30 models)
- Identify potential models that have the capacity to support the event through peer to peer fundraising (goal of 10-15 models)
- Identify potential models that will help ensure the Diversity, Equity and Inclusion message is supported throughout the event (working with community groups, HCPs, clinics, etc.)
- Act as a liaison between Diabetes Canada staff and models, setting up introduction meetings with potential models and community members
- 11-month commitment (September 2024 – August 2025), 5-10 hours per month, virtual meetings

COMMITTEE MEMBER LEAD - AUCTION: (1 opportunity)

Working with the Manager, Community Fundraising and events, the objective of this role is:

- The committee member provides leadership for the live and silent auctions
- Work closely with the sub-committee
- Oversees and coordinate all aspects of the auction including (but not limited to):
 - Recruitment of auction committee members;
 - all aspect of procurement
 - regular meetings with committee members;
 - participation in monthly meetings with DC Staff and other committee chairs;
 - provides detail/prepare description of live auction items for inclusion in program and AV presentations.
 - Word with Staff Lead and Chair to get a good understanding of the audience that will be attending to help identify and secure items that will sell for the appropriate value
- 11-month commitment (September 2024 – August 2025), 5-10 hours per month, virtual meetings



WHY JOIN?

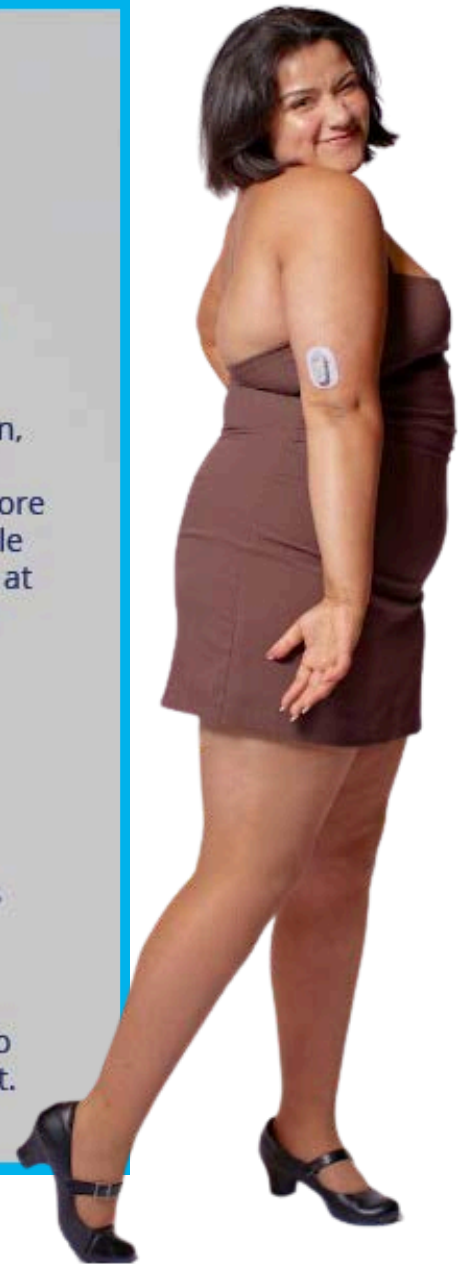


ENDING THE STIGMA FOR PEOPLE LIVING WITH DIABETES

Despite how common it is, people with diabetes continue to face stigma and discrimination in their everyday lives. Diabetes, regardless of type or situation, often comes with blame. People living with diabetes are two to three times more likely to live with depression, and people with both diabetes and depression are at a greater risk of adverse complications and health outcomes.

THE STIGMA MUST END.

Diabetes Canada is committed to changing the conversation. Through public advocacy, awareness campaigns and policy change, we are working to create a Canada where people aren't afraid to say they have diabetes, a Canada where no one feels ashamed to live with a disease which isn't their fault.



“ People need to understand that the image that we see in our heads of someone living with diabetes is not a true reflection of who these people really are. People living with diabetes come in all different shapes and sizes and I’m excited to be a part of an event that showcases that.

Jennifer Lopez, 2024 Winnipeg Model



THE EVENT

Pump Couture Fashion Show is an evening dedicated to changing the conversation around the stigma of living with diabetes while staying fashionable! Pump Couture is about inclusivity and empowering diverse groups of people affected by diabetes. Body positivity is an issue many people struggle with and can be exacerbated for those living with diabetes. The need to wear medical devices and scarring on the body from insulin injections and insulin pump sites being constant reminders of the individual's condition. Addressing negative misunderstandings about diabetes and working to change views that cause stigma is an important priority for Diabetes Canada, as we work to improve the quality of life for those living with diabetes.

THE FACTS

Every day, 640 Canadians are diagnosed with diabetes. That is 1 person every 3 minutes. Unfortunately, that rate is not slowing down. For those with type 1 or type 2 diabetes, other people's perceptions of diabetes can lead to experiences of guilt, embarrassment, or isolation.



THE FASHION

The event will feature innovations in wearable technologies (insulin pumps and advanced glucose monitors) paired with the latest fashion to display how these devices can be styled and worn with any outfit. Our models will shine with confidence while bringing awareness to a disease that affects Canadians of all walks of life.



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THE IMPACT

**DIABETES
CANADA**

2024 HIGHLIGHTS

The **2024 Pump Couture Fashion Show** visited six cities from coast-to-coast, welcomed 150 models living with type 1 or type 2 diabetes, and raised \$700,000 to help send kids from across the country to D-Camps.

Each show featured world class emcee's, local fashion and flair, inspiring stories and more. We invite you to check out the highlight video for each location.



REGINA



HALIFAX



VANCOUVER



TORONTO



CALGARY



WINNIPEG

2024 PUMP COUTURE EARNED MEDIA REACH

86
total media
mentions

58 MIL
media
impressions

\$533,000
advertising
value equivalency



LIFELONG IMPACT FOR KIDS WITH TYPE 1 DIABETES

Type 1 diabetes introduces children, youth, and families to a new reality, one that can make some kids feel different from their friends. A diagnosis also brings with it a whole new set of skills to learn, including testing blood glucose (sugar) levels, priming needles for injection, and counting the daily intake of carbs. Many young people often find themselves being the only person at their school or in their community with diabetes and it can be challenging to accept a diagnosis.

D-Camps are medically supervised summer camps for kids living with type 1 diabetes that foster inclusion and create a sense of belonging for campers. The goal of D-Camps is to foster an atmosphere of inclusivity where campers gain a new level of independence in managing their type 1 diabetes and feel empowered to continue using the healthy practices they learn.

Diabetes Canada provides subsidies each year to ensure all children with type 1 diabetes can attend camp regardless of financial circumstances. Proceeds from the Pump Couture Fashion Show will help send kids from your community to D-Camps, providing them with the opportunity to enjoy a life-changing summer camp experience.

**D-CAMPS IS WHERE
KIDS LIKE EMMA
LEARN TO INJECT
THEIR OWN INSULIN
FOR THE FIRST TIME, A
PIVOTAL MILESTONE
FOR LEARNING TO LIVE
AN INDEPENDENT LIFE
WITH TYPE 1 DIABETES.**

"D-Camp makes me feel like I'm not the only one with diabetes and that even though I have diabetes, I can do anything."

D-Camper



“ You go for fun. You go for friends and connections. But what you gain is so much more.”

– Diwan Minocha



In our 70th year of running D-Camps:

- ▶ We held 9 summer D-Camps and 12 family camp programs across the country
- ▶ 24% of summer camp attendees were new campers
- ▶ 67 youth participated in the Leadership Development Program
- ▶ 100% of campers felt that camp helped build self-esteem which will help them live better with type 1 diabetes
- ▶ 100% of staff feel they made a positive impact on campers

Source: D-Camps Stewardship report



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diabetes.ca/pumpcouture

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