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Form **990**
 Department of the Treasury
 Internal Revenue Service

Return of Organization Exempt From Income Tax
Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except black lung benefit trust or private foundation)
 The organization may have to use a copy of this return to satisfy state reporting requirements

OMB No 1545-0047
2011
Open to Public Inspection

A For the 2011 calendar year, or tax year beginning 01-01-2011 and ending 12-31-2011

B Check if applicable: <input type="checkbox"/> Address change <input type="checkbox"/> Name change <input type="checkbox"/> Initial return <input type="checkbox"/> Terminated <input type="checkbox"/> Amended return <input type="checkbox"/> Application pending	C Name of organization American Diabetes Association		D Employer identification number 13-1623888
	Doing Business As		E Telephone number (703) 549-1500
	Number and street (or P O box if mail is not delivered to street address) Room/suite 1701 N Beauregard Street	G Gross receipts \$ 226,165,752	
	City or town, state or country, and ZIP + 4 Alexandria, VA 22311		
F Name and address of principal officer Larry Hausner 1701 N Beauregard Street Alexandria, VA 22311		H(a) Is this a group return for affiliates? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No H(b) Are all affiliates included? <input type="checkbox"/> Yes <input type="checkbox"/> No If "No," attach a list (see instructions) H(c) Group exemption number	

I Tax-exempt status: 501(c)(3) 501(c) () (insert no) 4947(a)(1) or 527

J Website: www.diabetes.org

K Form of organization: Corporation Trust Association Other **L** Year of formation: 1940 **M** State of legal domicile: OH

Part I Summary

Activities & Governance	1 Briefly describe the organization's mission or most significant activities The mission of the American Diabetes Association the Association is to prevent and cure diabetes and to improve the lives of all people affected by diabetes There are million children and adults in the United States of the population, or 8 3 who have diabetes In addition, there are 57 million Americans who have pre-diabetes, a condition that occurs when a persons blood glucose levels are higher than normal but not high enough for a diagnosis of type 2 diabetes		
	2 Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets		
	3 Number of voting members of the governing body (Part VI, line 1a)	3	39
	4 Number of independent voting members of the governing body (Part VI, line 1b)	4	39
	5 Total number of individuals employed in calendar year 2011 (Part V, line 2a)	5	1,518
	6 Total number of volunteers (estimate if necessary)	6	584,000
	7a Total unrelated business revenue from Part VIII, column (C), line 12	7a	7,880,195
b Net unrelated business taxable income from Form 990-T, line 34	7b	-764,699	
Revenue	8 Contributions and grants (Part VIII, line 1h)	Prior Year	Current Year
	9 Program service revenue (Part VIII, line 2g)	143,706,525	153,296,538
	10 Investment income (Part VIII, column (A), lines 3, 4, and 7d)	37,901,590	36,142,005
	11 Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	783,242	783,022
	12 Total revenue—add lines 8 through 11 (must equal Part VIII, column (A), line 12)	12,119,588	12,573,357
		194,510,945	202,794,922
Expenses	13 Grants and similar amounts paid (Part IX, column (A), lines 1–3)	31,468,502	30,664,039
	14 Benefits paid to or for members (Part IX, column (A), line 4)		0
	15 Salaries, other compensation, employee benefits (Part IX, column (A), lines 5–10)	59,900,486	62,206,418
	16a Professional fundraising fees (Part IX, column (A), line 11e)	3,026,768	4,011,607
	b Total fundraising expenses (Part IX, column (D), line 25) <u>45,857,728</u>		
	17 Other expenses (Part IX, column (A), lines 11a–11d, 11f–24e)	95,892,997	96,222,708
18 Total expenses Add lines 13–17 (must equal Part IX, column (A), line 25)	190,288,753	193,104,772	
19 Revenue less expenses Subtract line 18 from line 12	4,222,192	9,690,150	
Net Assets or Fund Balances		Beginning of Current Year	End of Year
	20 Total assets (Part X, line 16)	110,637,432	113,516,741
	21 Total liabilities (Part X, line 26)	39,774,968	33,942,612
22 Net assets or fund balances Subtract line 21 from line 20	70,862,464	79,574,129	

Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Sign Here	Signature of officer	2012-09-12
	Larry Hausner Chief Executive Officer	Date

Paid Preparer's Use Only	Preparer's signature	Date 2012-09-18	Check if self-employed <input type="checkbox"/>	Preparer's taxpayer identification number (see instructions)
	Firm's name (or yours if self-employed), address, and ZIP + 4			EIN Phone no (703) 286-8000

May the IRS discuss this return with the preparer shown above? (see instructions) Yes No

Part III Statement of Program Service Accomplishments

Check if Schedule O contains a response to any question in this Part III

1 Briefly describe the organization's mission

The mission of the American Diabetes Association the Association is to prevent and cure diabetes and to improve the lives of all people affected by diabetes

2 Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ? Yes No

If "Yes," describe these new services on Schedule O

3 Did the organization cease conducting, or make significant changes in how it conducts, any program services? Yes No

If "Yes," describe these changes on Schedule O

4 Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses Section 501(c)(3) and 501(c)(4) organizations and section 4947(a)(1) trusts are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported

4a (Code) (Expenses \$ 40,400,273 including grants of \$ 30,490,744) (Revenue \$ 11,069,840)
Research - See Schedule O

4b (Code) (Expenses \$ 53,965,891 including grants of \$ 163,025) (Revenue \$ 32,557,590)
Information - See Schedule O

4c (Code) (Expenses \$ 44,482,568 including grants of \$ 10,270) (Revenue \$)
Advocacy and Public Awareness - See Schedule O

4d Other program services (Describe in Schedule O)
(Expenses \$ including grants of \$) (Revenue \$)

4e Total program service expenses \$ 138,848,732

Part IV Checklist of Required Schedules

	Yes	No
1 Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? <i>If "Yes," complete Schedule A.</i> <input checked="" type="checkbox"/>	Yes	
2 Is the organization required to complete <i>Schedule B, Schedule of Contributors</i> (see instructions)? <input checked="" type="checkbox"/>	Yes	
3 Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? <i>If "Yes," complete Schedule C, Part I.</i>		No
4 Section 501(c)(3) organizations. Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? <i>If "Yes," complete Schedule C, Part II.</i> <input checked="" type="checkbox"/>	Yes	
5 Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Revenue Procedure 98-19? <i>If "Yes," complete Schedule C, Part III.</i>		No
6 Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? <i>If "Yes," complete Schedule D, Part I.</i> <input checked="" type="checkbox"/>	Yes	
7 Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas or historic structures? <i>If "Yes," complete Schedule D, Part II.</i>		No
8 Did the organization maintain collections of works of art, historical treasures, or other similar assets? <i>If "Yes," complete Schedule D, Part III.</i>		No
9 Did the organization report an amount in Part X, line 21, serve as a custodian for amounts not listed in Part X, or provide credit counseling, debt management, credit repair, or debt negotiation services? <i>If "Yes," complete Schedule D, Part IV.</i>		No
10 Did the organization, directly or through a related organization, hold assets in temporarily restricted endowments, permanent endowments, or quasi-endowments? <i>If "Yes," complete Schedule D, Part V.</i> <input checked="" type="checkbox"/>	Yes	
11 If the organization's answer to any of the following questions is 'Yes,' then complete Schedule D, Parts VI, VII, VIII, IX, or X as applicable		
a Did the organization report an amount for land, buildings, and equipment in Part X, line 10? <i>If "Yes," complete Schedule D, Part VI.</i> <input checked="" type="checkbox"/>	Yes	
b Did the organization report an amount for investments—other securities in Part X, line 12 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VII.</i>		No
c Did the organization report an amount for investments—program related in Part X, line 13 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VIII.</i>		No
d Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part IX.</i> <input checked="" type="checkbox"/>	Yes	
e Did the organization report an amount for other liabilities in Part X, line 25? <i>If "Yes," complete Schedule D, Part X.</i> <input checked="" type="checkbox"/>	Yes	
f Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? <i>If "Yes," complete Schedule D, Part X.</i> <input checked="" type="checkbox"/>	Yes	
12a Did the organization obtain separate, independent audited financial statements for the tax year? <i>If "Yes," complete Schedule D, Parts XI, XII, and XIII.</i>		No
b Was the organization included in consolidated, independent audited financial statements for the tax year? <i>If "Yes," and if the organization answered 'No' to line 12a, then completing Schedule D, Parts XI, XII, and XIII is optional.</i> <input checked="" type="checkbox"/>	Yes	
13 Is the organization a school described in section 170(b)(1)(A)(ii)? <i>If "Yes," complete Schedule E.</i>		No
14a Did the organization maintain an office, employees, or agents outside of the United States?		No
b Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, investment, and program service activities outside the United States, or aggregate foreign investments valued at \$100,000 or more? <i>If "Yes," complete Schedule F, Part I.</i> <input checked="" type="checkbox"/>	Yes	
15 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or assistance to any organization or entity located outside the U S? <i>If "Yes," complete Schedule F, Part II and IV.</i> <input checked="" type="checkbox"/>	Yes	
16 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or assistance to individuals located outside the U S? <i>If "Yes," complete Schedule F, Part III and IV.</i>		No
17 Did the organization report a total of more than \$15,000, of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? <i>If "Yes," complete Schedule G, Part I.</i> <input checked="" type="checkbox"/>	Yes	
18 Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? <i>If "Yes," complete Schedule G, Part II.</i> <input checked="" type="checkbox"/>	Yes	
19 Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? <i>If "Yes," complete Schedule G, Part III.</i> <input checked="" type="checkbox"/>	Yes	
20a Did the organization operate one or more hospitals? <i>If "Yes," complete Schedule H.</i>		No
b If "Yes" to line 20a, did the organization attach its audited financial statement to this return? Note. All Form 990 filers that operated one or more hospitals must attach audited financial statements.		
20b		

Part IV Checklist of Required Schedules (continued)

21	Did the organization report more than \$5,000 of grants and other assistance to governments and organizations in the United States on Part IX, column (A), line 1? <i>If "Yes," complete Schedule I, Parts I and II</i>	21	Yes	
22	Did the organization report more than \$5,000 of grants and other assistance to individuals in the United States on Part IX, column (A), line 2? <i>If "Yes," complete Schedule I, Parts I and III</i>	22	Yes	
23	Did the organization answer "Yes" to Part VII, Section A, questions 3, 4, or 5, about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? <i>If "Yes," complete Schedule J</i>	23	Yes	
24a	Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, that was issued after December 31, 2002? <i>If "Yes," answer questions 24b-24d and complete Schedule K. If "No," go to line 25</i>	24a		No
b	Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?	24b		No
c	Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds?	24c		No
d	Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?	24d		No
25a	Section 501(c)(3) and 501(c)(4) organizations. Did the organization engage in an excess benefit transaction with a disqualified person during the year? <i>If "Yes," complete Schedule L, Part I</i>	25a		No
b	Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? <i>If "Yes," complete Schedule L, Part I</i>	25b		No
26	Was a loan to or by a current or former officer, director, trustee, key employee, highly compensated employee, or disqualified person outstanding as of the end of the organization's tax year? <i>If "Yes," complete Schedule L, Part II</i>	26		No
27	Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial contributor, or a grant selection committee member, or to a person related to such an individual? <i>If "Yes," complete Schedule L, Part III</i>	27		No
28	Was the organization a party to a business transaction with one of the following parties? (see Schedule L, Part IV instructions for applicable filing thresholds, conditions, and exceptions)			
a	A current or former officer, director, trustee, or key employee? <i>If "Yes," complete Schedule L, Part IV</i>	28a		No
b	A family member of a current or former officer, director, trustee, or key employee? <i>If "Yes," complete Schedule L, Part IV</i>	28b		No
c	An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an officer, director, trustee, or owner? <i>If "Yes," complete Schedule L, Part IV</i>	28c		No
29	Did the organization receive more than \$25,000 in non-cash contributions? <i>If "Yes," complete Schedule M</i>	29	Yes	
30	Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? <i>If "Yes," complete Schedule M</i>	30		No
31	Did the organization liquidate, terminate, or dissolve and cease operations? <i>If "Yes," complete Schedule N, Part I</i>	31		No
32	Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? <i>If "Yes," complete Schedule N, Part II</i>	32		No
33	Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? <i>If "Yes," complete Schedule R, Part I</i>	33		No
34	Was the organization related to any tax-exempt or taxable entity? <i>If "Yes," complete Schedule R, Parts II, III, IV, and V, line 1</i>	34	Yes	
35a	Is any related organization a controlled entity of the filing organization within the meaning of section 512(b)(13)?	35a	Yes	
b	Did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? <i>If "Yes," complete Schedule R, Part V, line 2</i>	35b	Yes	
36	Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable related organization? <i>If "Yes," complete Schedule R, Part V, line 2</i>	36		No
37	Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? <i>If "Yes," complete Schedule R, Part VI</i>	37		No
38	Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11 and 19? Note. All Form 990 filers are required to complete Schedule O	38	Yes	

Part V Statements Regarding Other IRS Filings and Tax Compliance

Check if Schedule O contains a response to any question in this Part V

Table with columns for question number, question text, and Yes/No columns. Includes rows for 1a, 1b, 1c, 2a, 2b, 3a, 3b, 4a, 4b, 5a, 5b, 5c, 6a, 6b, 7, 7a, 7b, 7c, 7d, 7e, 7f, 7g, 7h, 8, 9, 9a, 9b, 10, 10a, 10b, 11, 11a, 11b, 12a, 12b, 13, 13a, 13b, 13c, 14a, 14b.

Part VI Governance, Management, and Disclosure For each "Yes" response to lines 2 through 7b below, and for a "No" response to lines 8a, 8b, or 10b below, describe the circumstances, processes, or changes in Schedule O. See instructions.

Check if Schedule O contains a response to any question in this Part VI

Section A. Governing Body and Management

		Yes	No
1a	Enter the number of voting members of the governing body at the end of the tax year		
1b	Enter the number of voting members included in line 1a, above, who are independent		
2	Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee, or key employee?		No
3	Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors or trustees, or key employees to a management company or other person?		No
4	Did the organization make any significant changes to its governing documents since the prior Form 990 was filed?		No
5	Did the organization become aware during the year of a significant diversion of the organization's assets?		No
6	Did the organization have members or stockholders?	Yes	
7a	Did the organization have members, stockholders, or other persons who had the power to elect or appoint one or more members of the governing body?	Yes	
7b	Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body?		No
8	Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following		
8a	The governing body?	Yes	
8b	Each committee with authority to act on behalf of the governing body?	Yes	
9	Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? If "Yes," provide the names and addresses in Schedule O		No

Section B. Policies (This Section B requests information about policies not required by the Internal Revenue Code.)

		Yes	No
10a	Did the organization have local chapters, branches, or affiliates?	Yes	
10b	If "Yes," did the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with the organization's exempt purposes?	Yes	
11a	Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form?	Yes	
11b	Describe in Schedule O the process, if any, used by the organization to review the Form 990		
12a	Did the organization have a written conflict of interest policy? If "No," go to line 13	Yes	
12b	Were officers, directors or trustees, and key employees required to disclose annually interests that could give rise to conflicts?	Yes	
12c	Did the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe in Schedule O how this was done	Yes	
13	Did the organization have a written whistleblower policy?	Yes	
14	Did the organization have a written document retention and destruction policy?	Yes	
15	Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision?		
15a	The organization's CEO, Executive Director, or top management official	Yes	
15b	Other officers or key employees of the organization	Yes	
	If "Yes," to line 15a or 15b, describe the process in Schedule O (see instructions)		
16a	Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year?		No
16b	If "Yes," did the organization follow a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and take steps to safeguard the organization's exempt status with respect to such arrangements?		No

Section C. Disclosure

17	List the States with which a copy of this Form 990 is required to be filed <input checked="" type="checkbox"/> WV, <input checked="" type="checkbox"/> WI, <input checked="" type="checkbox"/> WA, <input checked="" type="checkbox"/> VA, <input checked="" type="checkbox"/> UT, <input checked="" type="checkbox"/> TN, <input checked="" type="checkbox"/> SC, <input checked="" type="checkbox"/> RI, <input checked="" type="checkbox"/> PA, <input checked="" type="checkbox"/> OR, <input checked="" type="checkbox"/> OK, <input checked="" type="checkbox"/> OH, <input checked="" type="checkbox"/> NY, <input checked="" type="checkbox"/> NJ, <input checked="" type="checkbox"/> NH, <input checked="" type="checkbox"/> ND, <input checked="" type="checkbox"/> NC, <input checked="" type="checkbox"/> MT, <input checked="" type="checkbox"/> MS, <input checked="" type="checkbox"/> MO, <input checked="" type="checkbox"/> MN, <input checked="" type="checkbox"/> MI, <input checked="" type="checkbox"/> ME, <input checked="" type="checkbox"/> MD, <input checked="" type="checkbox"/> MA, <input checked="" type="checkbox"/> LA, <input checked="" type="checkbox"/> KY, <input checked="" type="checkbox"/> KS, <input checked="" type="checkbox"/> IN, <input checked="" type="checkbox"/> IL, <input checked="" type="checkbox"/> HI, <input checked="" type="checkbox"/> GA, <input checked="" type="checkbox"/> FL, <input checked="" type="checkbox"/> DC, <input checked="" type="checkbox"/> CT, <input checked="" type="checkbox"/> CO, <input checked="" type="checkbox"/> CA, <input checked="" type="checkbox"/> AZ, <input checked="" type="checkbox"/> AR, <input checked="" type="checkbox"/> AL, <input checked="" type="checkbox"/> AK
18	Section 6104 requires an organization to make its Form 1023 (or 1024 if applicable), 990, and 990-T (501(c)(3)s only) available for public inspection. Indicate how you made these available. Check all that apply. <input checked="" type="checkbox"/> Own website <input type="checkbox"/> Another's website <input checked="" type="checkbox"/> Upon request
19	Describe in Schedule O whether (and if so, how), the organization made its governing documents, conflict of interest policy, and financial statements available to the public. See Additional Data Table.
20	State the name, physical address, and telephone number of the person who possesses the books and records of the organization <input checked="" type="checkbox"/> Deborah L Johnson CFO 1701 N Beauregard Street Alexandria, VA 22311 (703) 549-1500

Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

Check if Schedule O contains a response to any question in this Part VII

Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

1a Complete this table for all persons required to be listed Report compensation for the calendar year ending with or within the organization's tax year

- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation, and **current** key employees Enter -0- in columns (D), (E), and (F) if no compensation was paid
- List all of the organization's **current** key employees, if any See instructions for definition of "key employee "
- List the organization's five **current** highest compensated employees (other than an officer, director, trustee or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations
- List all of the organization's **former** officers, key employees, or highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations
- List all of the organization's **former directors or trustees** that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations

List persons in the following order individual trustees or directors, institutional trustees, officers, key employees, highest compensated employees, and former such persons

Check this box if neither the organization nor any related organizations compensated any current or former officer, director, or trustee

(A) Name and Title	(B) Average hours per week (describe hours for related organizations in Schedule O)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional Trustee	Officer	Key employee	Highest compensated employee	Former			
See Additional Data Table										

Part VII Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)

(A) Name and Title	(B) Average hours per week per week (describe hours for related organizations in Schedule O)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional Trustee	Officer	Key employee	Highest compensated employee	Former			
See Additional Data Table										
1b Sub-Total										
c Total from continuation sheets to Part VII, Section A										
d Total (add lines 1b and 1c)							3,961,073		511,065	

2 Total number of individuals (including but not limited to those listed above) who received more than \$100,000 of reportable compensation from the organization **70**

	Yes	No
3 Did the organization list any former officer, director or trustee, key employee, or highest compensated employee on line 1a? <i>If "Yes," complete Schedule J for such individual</i>	3 Yes	
4 For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than \$150,000? <i>If "Yes," complete Schedule J for such individual</i>	4 Yes	
5 Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? <i>If "Yes," complete Schedule J for such person</i>	5	No

Section B. Independent Contractors

1 Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization Report compensation for the calendar year ending with or within the organization's tax year

(A) Name and business address	(B) Description of services	(C) Compensation
Infocision Management Corporation 325 Springside Drive Akron, OH 44333	Professional Fundraising and Consulting	4,894,270
Thompson Habib & Denison Inc 80 Hayden Avenue Suite 300 Lexington, MA 02421	Professional Fundraising Consulting	1,186,000
Convio Inc 11921 N Mopec Expressway Suite 200 Austin, TX 78759	Constituent Records Application Technical Services	989,505
Mullen 40 24th Street Pittsburg, PA 15222	Media Campaign Planning and Production	980,289
Alexander & Partners 34 Royal James Drive Hilton Head, SC 29926	Media Campaign Planning and Production	395,329

2 Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 of compensation from the organization **14**

Part VIII Statement of Revenue

			(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512, 513, or 514	
Contributions, gifts, grants and other similar amounts	1a	Federated campaigns 1a 8,159,038					
	b	Membership dues 1b					
	c	Fundraising events 1c 48,649,057					
	d	Related organizations 1d					
	e	Government grants (contributions) 1e 140,208					
	f	All other contributions, gifts, grants, and similar amounts not included above 1f 96,348,235					
	g	Noncash contributions included in lines 1a-1f \$ 3,344,370					
	h	Total. Add lines 1a-1f ▶ 153,296,538					
Program Service Revenue			Business Code				
	2a	Subscriptions	511120	15,979,104	15,979,104		
	b	Registration	611710	9,541,890	9,541,890		
	c	Sales of Material	511130	4,448,160	4,448,160		
	d	Booth Rental	611710	5,077,187		5,077,187	
	e	Other Program Service Revenue	900099	1,095,664	1,095,664		
	f	All other program service revenue					
g	Total. Add lines 2a-2f ▶ 36,142,005						
Other Revenue	3	Investment income (including dividends, interest and other similar amounts) ▶ 780,103		780,103		780,103	
	4	Income from investment of tax-exempt bond proceeds . . . ▶					
	5	Royalties ▶ 980,680		980,680		980,680	
	6a	(i) Real		(ii) Personal			
		b	Gross rents				
		c	Less rental expenses				
		d	Rental income or (loss)				
	d	Net rental income or (loss) ▶					
	7a	(i) Securities		(ii) Other			
		b	Gross amount from sales of assets other than inventory 15,472,526	933			
		c	Less cost or other basis and sales expenses 15,468,666	1,874			
		d	Gain or (loss) 3,860	-941			
	d	Net gain or (loss) ▶ 2,919		2,919		2,919	
	8a	Gross income from fundraising events (not including \$ 48,649,057 of contributions reported on line 1c) See Part IV, line 18					
	a		7,836,538				
b	Less direct expenses b 7,836,538						
c	Net income or (loss) from fundraising events . . . ▶						
9a	Gross income from gaming activities See Part IV, line 19						
a		102,787					
b	Less direct expenses b 63,752						
c	Net income or (loss) from gaming activities . . . ▶		39,035		39,035		
10a	Gross sales of inventory, less returns and allowances						
a							
b	Less cost of goods sold b						
c	Net income or (loss) from sales of inventory . . . ▶						
Miscellaneous Revenue		Business Code					
11a	Advertising Income	541800	6,489,136		6,489,136		
b	Catalog Sales Income	454110	1,391,059		1,391,059		
c	Miscellaneous	900099	3,673,447	3,673,447			
d	All other revenue						
e	Total. Add lines 11a-11d ▶ 11,553,642						
12	Total revenue. See Instructions ▶ 202,794,922		34,738,265	7,880,195	6,879,924		

Part IX Statement of Functional Expenses

Section 501(c)(3) and 501(c)(4) organizations must complete all columns

All other organizations must complete column (A) but are not required to complete columns (B), (C), and (D)

Check if Schedule O contains a response to any question in this Part IX

Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.		(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1	Grants and other assistance to governments and organizations in the United States See Part IV, line 21	30,496,064	30,496,064		
2	Grants and other assistance to individuals in the United States See Part IV, line 22	147,607	147,607		
3	Grants and other assistance to governments, organizations, and individuals outside the United States See Part IV, lines 15 and 16	20,368	20,368		
4	Benefits paid to or for members	0			
5	Compensation of current officers, directors, trustees, and key employees	3,452,686	2,345,759	147,701	959,226
6	Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)	0			
7	Other salaries and wages	47,838,124	32,513,218	2,005,456	13,319,450
8	Pension plan contributions (include section 401(k) and section 403(b) employer contributions)	965,591	653,169	48,236	264,186
9	Other employee benefits	5,662,008	3,852,888	256,223	1,552,897
10	Payroll taxes	4,288,009	2,915,321	172,937	1,199,751
11	Fees for services (non-employees)				
a	Management	0			
b	Legal	312,697	156,055	101,846	54,796
c	Accounting	253,461		253,461	
d	Lobbying	522,219	522,219		
e	Professional fundraising See Part IV, line 17	4,011,607			4,011,607
f	Investment management fees	110,501		110,501	
g	Other	8,921,857	7,626,939	568,342	726,576
12	Advertising and promotion	6,477,251	5,277,285	47,758	1,152,208
13	Office expenses	5,710,213	3,938,790	429,217	1,342,206
14	Information technology	4,463,385	3,412,086	89,252	962,047
15	Royalties	177,742	177,742		
16	Occupancy	10,205,409	7,685,408	712,672	1,807,329
17	Travel	3,671,121	2,516,437	121,304	1,033,380
18	Payments of travel or entertainment expenses for any federal, state, or local public officials	0			
19	Conferences, conventions, and meetings	5,986,055	5,771,779	33,577	180,699
20	Interest	1,986	1,131	591	264
21	Payments to affiliates	0			
22	Depreciation, depletion, and amortization	2,914,718	1,603,095	961,857	349,766
23	Insurance	483,498	358,476	61,139	63,883
24	Other expenses Itemize expenses not covered above (List miscellaneous expenses in line 24f If line 24f amount exceeds 10% of line 25, column (A) amount, list line 24f expenses on Schedule O)				
a	Supplies	3,103,776	2,806,319	30,382	267,075
b	Postage and Shipping	14,100,084	7,764,235	304,462	6,031,387
c	Printing and Publications	21,801,303	12,770,073	1,172,207	7,859,023
d	Miscellaneous	7,005,432	3,516,269	769,191	2,719,972
e					
f	All other expenses	0			
25	Total functional expenses. Add lines 1 through 24f	193,104,772	138,848,732	8,398,312	45,857,728
26	Joint costs. Check here <input checked="" type="checkbox"/> if following SOP 98-2 (ASC 958-720) Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation	37,678,650	11,858,955	2,296,379	23,523,316

Part X Balance Sheet

		(A)		(B)
		Beginning of year		End of year
Assets	1 Cash—non-interest-bearing	6,884,984	1	11,458,407
	2 Savings and temporary cash investments	2,354,763	2	307,995
	3 Pledges and grants receivable, net	43,008,910	3	43,029,916
	4 Accounts receivable, net	6,118,554	4	3,718,047
	5 Receivables from current and former officers, directors, trustees, key employees, and highest compensated employees Complete Part II of Schedule L		5	
	6 Receivables from other disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B) Complete Part II of Schedule L		6	
	7 Notes and loans receivable, net		7	
	8 Inventories for sale or use	1,453,930	8	1,511,099
	9 Prepaid expenses and deferred charges	4,116,726	9	3,880,436
	10a Land, buildings, and equipment cost or other basis Complete Part VI of Schedule D	31,451,231		
	b Less accumulated depreciation	23,704,475	10c	7,746,756
	11 Investments—publicly traded securities	15,919,174	11	18,861,440
	12 Investments—other securities See Part IV, line 11	5,242,673	12	5,169,508
	13 Investments—program-related See Part IV, line 11		13	
	14 Intangible assets		14	
	15 Other assets See Part IV, line 11	17,264,378	15	17,833,137
16 Total assets. Add lines 1 through 15 (must equal line 34)	110,637,432	16	113,516,741	
Liabilities	17 Accounts payable and accrued expenses	15,732,461	17	15,642,568
	18 Grants payable		18	
	19 Deferred revenue	11,849,361	19	10,627,536
	20 Tax-exempt bond liabilities		20	
	21 Escrow or custodial account liability Complete Part IV of Schedule D		21	
	22 Payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified persons Complete Part II of Schedule L		22	
	23 Secured mortgages and notes payable to unrelated third parties	6,080,000	23	
	24 Unsecured notes and loans payable to unrelated third parties		24	
	25 Other liabilities (including federal income tax, payables to related third parties, and other liabilities not included on lines 17-24) Complete Part X of Schedule D	6,113,146	25	7,672,508
	26 Total liabilities. Add lines 17 through 25	39,774,968	26	33,942,612
Net Assets or Fund Balances	Organizations that follow SFAS 117, check here <input checked="" type="checkbox"/> and complete lines 27 through 29, and lines 33 and 34.			
	27 Unrestricted net assets	16,215,813	27	23,675,062
	28 Temporarily restricted net assets	45,193,021	28	46,379,611
	29 Permanently restricted net assets	9,453,630	29	9,519,456
	Organizations that do not follow SFAS 117, check here <input type="checkbox"/> and complete lines 30 through 34.			
	30 Capital stock or trust principal, or current funds		30	
	31 Paid-in or capital surplus, or land, building or equipment fund		31	
	32 Retained earnings, endowment, accumulated income, or other funds		32	
33 Total net assets or fund balances	70,862,464	33	79,574,129	
34 Total liabilities and net assets/fund balances	110,637,432	34	113,516,741	

Part XI Reconciliation of Net Assets

Check if Schedule O contains a response to any question in this Part XI

1	Total revenue (must equal Part VIII, column (A), line 12)	1	202,794,922
2	Total expenses (must equal Part IX, column (A), line 25)	2	193,104,772
3	Revenue less expenses Subtract line 2 from line 1	3	9,690,150
4	Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))	4	70,862,464
5	Other changes in net assets or fund balances (explain in Schedule O)	5	-978,485
6	Net assets or fund balances at end of year Combine lines 3, 4, and 5 (must equal Part X, line 33, column (B))	6	79,574,129

Part XII Financial Statements and Reporting

Check if Schedule O contains a response to any question in this Part XII

		Yes	No
1	Accounting method used to prepare the Form 990 <input type="checkbox"/> Cash <input checked="" type="checkbox"/> Accrual <input type="checkbox"/> Other _____ If the organization changed its method of accounting from a prior year or checked "Other," explain in Schedule O		
2a	Were the organization's financial statements compiled or reviewed by an independent accountant?		No
b	Were the organization's financial statements audited by an independent accountant?	Yes	
c	If "Yes," to 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant? If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O	Yes	
d	If "Yes" to line 2a or 2b, check a box below to indicate whether the financial statements for the year were issued on a separate basis, consolidated basis, or both <input type="checkbox"/> Separate basis <input checked="" type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separated basis		
3a	As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133?		No
b	If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why in Schedule O and describe any steps taken to undergo such audits		No

SCHEDULE A
(Form 990 or 990EZ)

Public Charity Status and Public Support

OMB No 1545-0047

2011

Open to Public Inspection

Complete if the organization is a section 501(c)(3) organization or a section 4947(a)(1) nonexempt charitable trust.

▶ Attach to Form 990 or Form 990-EZ. ▶ See separate instructions.

Department of the Treasury
Internal Revenue Service

Name of the organization
American Diabetes Association

Employer identification number

13-1623888

Part I Reason for Public Charity Status (All organizations must complete this part.) See instructions

The organization is not a private foundation because it is (For lines 1 through 11, check only one box)

- 1 A church, convention of churches, or association of churches **section 170(b)(1)(A)(i).**
- 2 A school described in **section 170(b)(1)(A)(ii).** (Attach Schedule E)
- 3 A hospital or a cooperative hospital service organization described in **section 170(b)(1)(A)(iii).**
- 4 A medical research organization operated in conjunction with a hospital described in **section 170(b)(1)(A)(iii).** Enter the hospital's name, city, and state

- 5 An organization operated for the benefit of a college or university owned or operated by a governmental unit described in **section 170(b)(1)(A)(iv).** (Complete Part II)
- 6 A federal, state, or local government or governmental unit described in **section 170(b)(1)(A)(v).**
- 7 An organization that normally receives a substantial part of its support from a governmental unit or from the general public described in **section 170(b)(1)(A)(vi)** (Complete Part II)
- 8 A community trust described in **section 170(b)(1)(A)(vi)** (Complete Part II)
- 9 An organization that normally receives (1) more than 33 1/3% of its support from contributions, membership fees, and gross receipts from activities related to its exempt functions—subject to certain exceptions, and (2) no more than 33 1/3% of its support from gross investment income and unrelated business taxable income (less section 511 tax) from businesses acquired by the organization after June 30, 1975 See **section 509(a)(2).** (Complete Part III)
- 10 An organization organized and operated exclusively to test for public safety See **section 509(a)(4).**
- 11 An organization organized and operated exclusively for the benefit of, to perform the functions of, or to carry out the purposes of one or more publicly supported organizations described in section 509(a)(1) or section 509(a)(2) See **section 509(a)(3).** Check the box that describes the type of supporting organization and complete lines 11e through 11h
 a Type I b Type II c Type III - Functionally integrated d Type III - Other
- e By checking this box, I certify that the organization is not controlled directly or indirectly by one or more disqualified persons other than foundation managers and other than one or more publicly supported organizations described in section 509(a)(1) or section 509(a)(2)
- f If the organization received a written determination from the IRS that it is a Type I, Type II or Type III supporting organization, check this box
- g Since August 17, 2006, has the organization accepted any gift or contribution from any of the following persons?
 (i) a person who directly or indirectly controls, either alone or together with persons described in (ii) and (iii) below, the governing body of the the supported organization?
 (ii) a family member of a person described in (i) above?
 (iii) a 35% controlled entity of a person described in (i) or (ii) above?
- h Provide the following information about the supported organization(s)

	Yes	No
11g(i)		
11g(ii)		
11g(iii)		

(i) Name of supported organization	(ii) EIN	(iii) Type of organization (described on lines 1- 9 above or IRC section (see instructions))	(iv) Is the organization in col (i) listed in your governing document?		(v) Did you notify the organization in col (i) of your support?		(vi) Is the organization in col (i) organized in the U S ?		(vii) Amount of support?
			Yes	No	Yes	No	Yes	No	
Total									

Part II Support Schedule for Organizations Described in IRC 170(b)(1)(A)(iv) and 170(b)(1)(A)(vi)
 (Complete only if you checked the box on line 5, 7, or 8 of Part I or if the organization failed to qualify under Part III. If the organization fails to qualify under the tests listed below, please complete Part III.)

Section A. Public Support

Calendar year (or fiscal year beginning in)	(a) 2007	(b) 2008	(c) 2009	(d) 2010	(e) 2011	(f) Total
1 Gifts, grants, contributions, and membership fees received (Do not include any "unusual grants.")	172,933,160	166,128,320	146,831,892	143,706,525	153,296,538	782,896,435
2 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
3 The value of services or facilities furnished by a governmental unit to the organization without charge						
4 Total. Add lines 1 through 3	172,933,160	166,128,320	146,831,892	143,706,525	153,296,538	782,896,435
5 The portion of total contributions by each person (other than a governmental unit or publicly supported organization) included on line 1 that exceeds 2% of the amount shown on line 11, column (f)						
6 Public Support. Subtract line 5 from line 4						782,896,435

Section B. Total Support

Calendar year (or fiscal year beginning in)	(a) 2007	(b) 2008	(c) 2009	(d) 2010	(e) 2011	(f) Total
7 Amounts from line 4	172,933,160	166,128,320	146,831,892	143,706,525	153,296,538	782,896,435
8 Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources	6,111,253	4,230,370	3,310,774	2,754,034	3,625,799	20,032,230
9 Net income from unrelated business activities, whether or not the business is regularly carried on	553,652	-683,436	-86,353	-986,067	-764,699	-1,966,903
10 Other income (Explain in Part IV) Do not include gain or loss from the sale of capital assets						
11 Total support (Add lines 7 through 10)						800,961,762
12 Gross receipts from related activities, etc (See instructions)					12	227,834,543

13 First Five Years If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a 501(c)(3) organization, check this box and **stop here**

Section C. Computation of Public Support Percentage

14 Public Support Percentage for 2011 (line 6 column (f) divided by line 11 column (f))	14	97.740 %
15 Public Support Percentage for 2010 Schedule A, Part II, line 14	15	97.560 %

16a 33 1/3% support test—2011. If the organization did not check the box on line 13, and line 14 is 33 1/3% or more, check this box and **stop here.** The organization qualifies as a publicly supported organization

b 33 1/3% support test—2010. If the organization did not check the box on line 13 or 16a, and line 15 is 33 1/3% or more, check this box and **stop here.** The organization qualifies as a publicly supported organization

17a 10%-facts-and-circumstances test—2011. If the organization did not check a box on line 13, 16a, or 16b and line 14 is 10% or more, and if the organization meets the "facts and circumstances" test, check this box and **stop here.** Explain in Part IV how the organization meets the "facts and circumstances" test The organization qualifies as a publicly supported organization

b 10%-facts-and-circumstances test—2010. If the organization did not check a box on line 13, 16a, 16b, or 17a and line 15 is 10% or more, and if the organization meets the "facts and circumstances" test, check this box and **stop here.** Explain in Part IV how the organization meets the "facts and circumstances" test The organization qualifies as a publicly supported organization

18 Private Foundation If the organization did not check a box on line 13, 16a, 16b, 17a or 17b, check this box and see instructions

Part III Support Schedule for Organizations Described in IRC 509(a)(2)

(Complete only if you checked the box on line 9 of Part I or if the organization failed to qualify under Part II. If the organization fails to qualify under the tests listed below, please complete Part II.)

Section A. Public Support

Calendar year (or fiscal year beginning in)	(a) 2007	(b) 2008	(c) 2009	(d) 2010	(e) 2011	(f) Total
1 Gifts, grants, contributions, and membership fees received (Do not include any "unusual grants.")						
2 Gross receipts from admissions, merchandise sold or services performed, or facilities furnished in any activity that is related to the organization's tax-exempt purpose						
3 Gross receipts from activities that are not an unrelated trade or business under section 513						
4 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
5 The value of services or facilities furnished by a governmental unit to the organization without charge						
6 Total. Add lines 1 through 5						
7a Amounts included on lines 1, 2, and 3 received from disqualified persons						
b Amounts included on lines 2 and 3 received from other than disqualified persons that exceed the greater of \$5,000 or 1% of the amount on line 13 for the year						
c Add lines 7a and 7b						
8 Public Support (Subtract line 7c from line 6)						

Section B. Total Support

Calendar year (or fiscal year beginning in)	(a) 2007	(b) 2008	(c) 2009	(d) 2010	(e) 2011	(f) Total
9 Amounts from line 6						
10a Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources						
b Unrelated business taxable income (less section 511 taxes) from businesses acquired after June 30, 1975						
c Add lines 10a and 10b						
11 Net income from unrelated business activities not included in line 10b, whether or not the business is regularly carried on						
12 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part IV.)						
13 Total support (Add lines 9, 10c, 11 and 12.)						
14 First Five Years If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a 501(c)(3) organization, check this box and stop here <input type="checkbox"/>						

Section C. Computation of Public Support Percentage

15 Public Support Percentage for 2011 (line 8 column (f) divided by line 13 column (f))	15	0 %
16 Public support percentage from 2010 Schedule A, Part III, line 15	16	

Section D. Computation of Investment Income Percentage

17 Investment income percentage for 2011 (line 10c column (f) divided by line 13 column (f))	17	0 %
18 Investment income percentage from 2010 Schedule A, Part III, line 17	18	

- 19a 33 1/3% support tests—2011.** If the organization did not check the box on line 14, and line 15 is more than 33 1/3% and line 17 is not more than 33 1/3%, check this box and **stop here**. The organization qualifies as a publicly supported organization
- b 33 1/3% support tests—2010.** If the organization did not check a box on line 14 or line 19a, and line 16 is more than 33 1/3% and line 18 is not more than 33 1/3%, check this box and **stop here**. The organization qualifies as a publicly supported organization
- 20 Private Foundation** If the organization did not check a box on line 14, 19a or 19b, check this box and see instructions

Part IV **Supplemental Information.** Supplemental Information. Complete this part to provide the explanation required by Part II, line 10; Part II, line 17a or 17b; or Part III, line 12. Also complete this part for any additional information. (See instructions).

Facts And Circumstances Test

Explanation

Additional Data

Software ID: 11000218
Software Version: 2011.0.0
EIN: 13-1623888
Name: American Diabetes Association

Form 990, Special Condition Description:

Special Condition Description

Form 990, Part VII - Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

(A) Name and Title	(B) Average hours per week	(C) Position (check all that apply)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional Trustee	Officer	Key employee	Highest compensated employee	Former			
John W Griffin Jr Chair of the Board	6 00	X		X				0	0	0
Robert R Henry MD President, Science Medicine	6 00	X		X				0	0	0
Elizabeth Mayer-Davis MSPH PhD RD President, Health Care Education	6 00	X		X				0	0	0
Dwight Holing Secretary-Treasurer	6 00	X		X				0	0	0
L Hunter Limbaugh Chair of the Board-Elect	2 00	X		X				0	0	0
Vivian Fonseca MD President-Elect, Medicine Science	2 00	X		X				0	0	0
Gerelyn Spollett MSN ANP-CS CDE President-Elect, Health Care Education	2 00	X		X				0	0	0
Pearson C Cummin III MBA Secretary/Treasurer-Elect	2 00	X		X				0	0	0
Karen Talmadge PhD Vice Chair	2 00	X		X				0	0	0
John E Anderson MD Vice President, Science Medicine	2 00	X		X				0	0	0
Lurelean B Gaines RN MSN Vice President, Health Care Education	2 00	X		X				0	0	0
Patrick L Shuler CPA Vice Secretary/Treasurer	2 00	X		X				0	0	0
Larry Hausner MBA Chief Executive Officer	38 00			X				545,950	0	239,377
David K Bloomgarden MD FACE Board of Directors	1 00	X						0	0	0
Michael J Bond Board of Directors	1 00	X						0	0	0
Vanessa J Briscoe PhD NPCDE Board of Directors	1 00	X						0	0	0
Jeffrey Caballero MPH Board of Directors	1 00	X						0	0	0
Joe C Cook Jr Board of Directors	1 00	X						0	0	0
Samuel E Dagogo-Jack MD Board of Directors	1 00	X						1,151	0	0
Robin L Diehl Board of Directors	1 00	X						0	0	0
Richard Farber MBA Board of Directors	1 00	X						0	0	0
James O Hill PhD Board of Directors	1 00	X						0	0	0
Jane K Kadohiro DrPH APRN CDE Board of Directors	1 00	X						0	0	0
Daniel B Kahrman JD MPA Board of Directors	1 00	X						0	0	0
Mary T Korytkowski RN MN MD Board of Directors	1 00	X						750	0	0

Form 990, Part VII - Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

(A) Name and Title	(B) Average hours per week	(C) Position (check all that apply)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional Trustee	Officer	Key employee	Highest compensated employee	Former			
Lorrie W Liang Board of Directors	1 00	X						0	0	0
Dennis Marco Board of Directors	1 00	X						0	0	0
David G Marrero PhD Board of Directors	1 00	X						1,750	0	0
Anne Peters MD FACP CDE Board of Directors	1 00	X						3,300	0	0
Louis H Philipson MD PhD Board of Directors	1 00	X						0	0	0
Vincent Poitout DVM PhD Board of Directors	1 00	X						0	0	0
Margaret A Powers PhD RD CDE Board of Directors	1 00	X						0	0	0
Thomas L Ryan CPA Board of Directors	1 00	X						0	0	0
Elizabeth R Seaquist MD Board of Directors	1 00	X						750	0	0
Darryl Tonemah PhD MEd BS Board of Directors	1 00	X						0	0	0
Gretchen A Youssef MS RD CDE Board of Directors	1 00	X						906	0	0
Richard M Bergenstal MD Board of Directors	1 00	X						0	0	0
Nash M Childs PE Board of Directors	1 00	X						0	0	0
Gerard B Nee CPA Board of Directors	1 00	X						0	0	0
Christine T Tobin MS MBA CDE Board of Directors	1 00	X						0	0	0
Deborah Johnson Chief Financial Officer	38 00			X				218,573	0	16,317
Greg Elfers Chief Field Development Officer	38 00				X			352,050	0	21,698
David Kendall MD Chief Scientific Medical Affairs Officer	38 00				X			235,974	0	16,910
M Vaneeda Bennett Chief Revenue Officer	38 00				X			233,475	0	17,170
M Sue Kirkman MD SVP Medical Affairs Communication Info	38 00				X			231,950	0	21,832
Don Laing Senior Vice President Human Resources	38 00				X			191,521	0	15,731
Rodney Sampson SVP ITS Chief Technical Officer	38 00				X			179,609	0	25,142
Tamara Darsow PhD VP Research	38 00				X			177,513	0	20,441
Andrea Maddox SVP Eastern Key Mkts Program Implementation	38 00				X			173,624	0	18,541
Richard Erb VP Direct Response Marketing	38 00				X			156,245	0	7,504

Form 990, Part VII - Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

(A) Name and Title	(B) Average hours per week	(C) Position (check all that apply)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional Trustee	Officer	Key employee	Highest compensated employee	Former			
Lori Stevens VP Key Markets West	38 00				X			150,613	0	12,774
Lewis Bartfield VP Mid Markets East	38 00				X			150,158	0	21,995
Shereen Arent Exec VP Govt Affairs Advocacy	38 00					X		189,149	0	8,637
Lois Witkop MBA Senior VP Marketing Communication	38 00					X		188,482	0	9,225
Peter Braun Exec Director Los Angeles Area	38 00					X		162,937	0	12,739
Kate Rooper VP Campaign Development	38 00					X		154,132	0	12,417
Nancy Stinson Harris VP Corporate Alliance	38 00					X		148,011	0	12,615
Richard Kahn PhD Chief Scientific Medical Officer	38 00						X	112,500	0	0

SCHEDULE C (Form 990 or 990-EZ)

Political Campaign and Lobbying Activities

OMB No 1545-0047

For Organizations Exempt From Income Tax Under section 501(c) and section 527

2011

Open to Public Inspection

Department of the Treasury Internal Revenue Service

Complete if the organization is described below. Attach to Form 990 or Form 990-EZ. See separate instructions.

If the organization answered "Yes," to Form 990, Part IV, Line 3, or Form 990-EZ, Part V, line 46 (Political Campaign Activities), then

- Section 501(c)(3) organizations Complete Parts I-A and B Do not complete Part I-C
Section 501(c) (other than section 501(c)(3)) organizations Complete Parts I-A and C below Do not complete Part I-B
Section 527 organizations Complete Part I-A only

If the organization answered "Yes," to Form 990, Part IV, Line 4, or Form 990-EZ, Part VI, line 47 (Lobbying Activities), then

- Section 501(c)(3) organizations that have filed Form 5768 (election under section 501(h)) Complete Part II-A Do not complete Part II-B
Section 501(c)(3) organizations that have NOT filed Form 5768 (election under section 501(h)) Complete Part II-B Do not complete Part II-A

If the organization answered "Yes," to Form 990, Part IV, Line 5 (Proxy Tax) or Form 990-EZ, line 35c (Proxy Tax), then

- Section 501(c)(4), (5), or (6) organizations Complete Part III

Name of the organization American Diabetes Association

Employer identification number

13-1623888

Part I-A Complete if the organization is exempt under section 501(c) or is a section 527 organization.

- 1 Provide a description of the organization's direct and indirect political campaign activities on behalf of or in opposition to candidates for public office in Part IV
2 Political expenditures
3 Volunteer hours

Part I-B Complete if the organization is exempt under section 501(c)(3).

- 1 Enter the amount of any excise tax incurred by the organization under section 4955
2 Enter the amount of any excise tax incurred by organization managers under section 4955
3 If the organization incurred a section 4955 tax, did it file Form 4720 for this year?
4a Was a correction made?
b If "Yes," describe in Part IV

Part I-C Complete if the organization is exempt under section 501(c) except section 501(c)(3).

- 1 Enter the amount directly expended by the filing organization for section 527 exempt function activities
2 Enter the amount of the filing organization's funds contributed to other organizations for section 527 exempt function activities
3 Total exempt function expenditures Add lines 1 and 2 Enter here and on Form 1120-POL, line 17b
4 Did the filing organization file Form 1120-POL for this year?
5 Enter the names, addresses and employer identification number (EIN) of all section 527 political organizations to which the filing organization made payments

Table with 5 columns: (a) Name, (b) Address, (c) EIN, (d) Amount paid from filing organization's funds, (e) Amount of political contributions received and promptly and directly delivered to a separate political organization.

Part II-A Complete if the organization is exempt under section 501(c)(3) and filed Form 5768 (election under section 501(h)).

- A** Check if the filing organization belongs to an affiliated group (and list in Part IV each affiliated group member's name, address, EIN, expenses, and share of excess lobbying expenditures)
- B** Check if the filing organization checked box A and "limited control" provisions apply

Limits on Lobbying Expenditures (The term "expenditures" means amounts paid or incurred.)	(a) Filing Organization's Totals	(b) Affiliated Group Totals												
1a Total lobbying expenditures to influence public opinion (grass roots lobbying)														
b Total lobbying expenditures to influence a legislative body (direct lobbying)														
c Total lobbying expenditures (add lines 1a and 1b)														
d Other exempt purpose expenditures														
e Total exempt purpose expenditures (add lines 1c and 1d)														
f Lobbying nontaxable amount Enter the amount from the following table in both columns														
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%; text-align: left;">If the amount on line 1e, column (a) or (b) is:</th> <th style="width: 50%; text-align: left;">The lobbying nontaxable amount is:</th> </tr> </thead> <tbody> <tr> <td>Not over \$500,000</td> <td>20% of the amount on line 1e</td> </tr> <tr> <td>Over \$500,000 but not over \$1,000,000</td> <td>\$100,000 plus 15% of the excess over \$500,000</td> </tr> <tr> <td>Over \$1,000,000 but not over \$1,500,000</td> <td>\$175,000 plus 10% of the excess over \$1,000,000</td> </tr> <tr> <td>Over \$1,500,000 but not over \$17,000,000</td> <td>\$225,000 plus 5% of the excess over \$1,500,000</td> </tr> <tr> <td>Over \$17,000,000</td> <td>\$1,000,000</td> </tr> </tbody> </table>	If the amount on line 1e, column (a) or (b) is:	The lobbying nontaxable amount is:	Not over \$500,000	20% of the amount on line 1e	Over \$500,000 but not over \$1,000,000	\$100,000 plus 15% of the excess over \$500,000	Over \$1,000,000 but not over \$1,500,000	\$175,000 plus 10% of the excess over \$1,000,000	Over \$1,500,000 but not over \$17,000,000	\$225,000 plus 5% of the excess over \$1,500,000	Over \$17,000,000	\$1,000,000		
If the amount on line 1e, column (a) or (b) is:	The lobbying nontaxable amount is:													
Not over \$500,000	20% of the amount on line 1e													
Over \$500,000 but not over \$1,000,000	\$100,000 plus 15% of the excess over \$500,000													
Over \$1,000,000 but not over \$1,500,000	\$175,000 plus 10% of the excess over \$1,000,000													
Over \$1,500,000 but not over \$17,000,000	\$225,000 plus 5% of the excess over \$1,500,000													
Over \$17,000,000	\$1,000,000													
g Grassroots nontaxable amount (enter 25% of line 1f)														
h Subtract line 1g from line 1a If zero or less, enter -0-														
i Subtract line 1f from line 1c If zero or less, enter -0-														
j If there is an amount other than zero on either line 1h or line 1i, did the organization file Form 4720 reporting section 4911 tax for this year?		<input type="checkbox"/> Yes <input type="checkbox"/> No												

4-Year Averaging Period Under Section 501(h)
(Some organizations that made a section 501(h) election do not have to complete all of the five columns below. See the instructions for lines 2a through 2f on page 4.)

Lobbying Expenditures During 4-Year Averaging Period					
Calendar year (or fiscal year beginning in)	(a) 2008	(b) 2009	(c) 2010	(d) 2011	(e) Total
2a Lobbying non-taxable amount					
b Lobbying ceiling amount (150% of line 2a, column(e))					
c Total lobbying expenditures					
d Grassroots non-taxable amount					
e Grassroots ceiling amount (150% of line 2d, column (e))					
f Grassroots lobbying expenditures					

Part II-B Complete if the organization is exempt under section 501(c)(3) and has NOT filed Form 5768 (election under section 501(h)).

	(a)		(b)
	Yes	No	Amount
1 During the year, did the filing organization attempt to influence foreign, national, state or local legislation, including any attempt to influence public opinion on a legislative matter or referendum, through the use of			
a Volunteers?	Yes		
b Paid staff or management (include compensation in expenses reported on lines 1c through 1i)?	Yes		
c Media advertisements?	Yes		49,171
d Mailings to members, legislators, or the public?		No	
e Publications, or published or broadcast statements?	Yes		56,040
f Grants to other organizations for lobbying purposes?		No	
g Direct contact with legislators, their staffs, government officials, or a legislative body?	Yes		1,113,512
h Rallies, demonstrations, seminars, conventions, speeches, lectures, or any similar means?	Yes		18,283
i Other activities? If "Yes," describe in Part IV		No	
j Total lines 1c through 1i			1,237,006
2a Did the activities in line 1 cause the organization to be not described in section 501(c)(3)?		No	
b If "Yes," enter the amount of any tax incurred under section 4912			
c If "Yes," enter the amount of any tax incurred by organization managers under section 4912			
d If the filing organization incurred a section 4912 tax, did it file Form 4720 for this year?		No	

Part III-A Complete if the organization is exempt under section 501(c)(4), section 501(c)(5), or section 501(c)(6).

	Yes	No
1 Were substantially all (90% or more) dues received nondeductible by members?	1	
2 Did the organization make only in-house lobbying expenditures of \$2,000 or less?	2	
3 Did the organization agree to carryover lobbying and political expenditures from the prior year?	3	

Part III-B Complete if the organization is exempt under section 501(c)(4), section 501(c)(5), or section 501(c)(6) if BOTH Part III-A, lines 1 and 2 are answered "No" OR if Part III-A, line 3 is answered "Yes".

1 Dues, assessments and similar amounts from members	1	
2 Section 162(e) non-deductible lobbying and political expenditures (do not include amounts of political expenses for which the section 527(f) tax was paid).		
a Current year	2a	
b Carryover from last year	2b	
c Total	2c	
3 Aggregate amount reported in section 6033(e)(1)(A) notices of nondeductible section 162(e) dues	3	
4 If notices were sent and the amount on line 2c exceeds the amount on line 3, what portion of the excess does the organization agree to carryover to the reasonable estimate of nondeductible lobbying and political expenditure next year?	4	
5 Taxable amount of lobbying and political expenditures (see instructions)	5	

Part IV Supplemental Information

Complete this part to provide the descriptions required for Part I-A, line 1, Part I-B, line 4, Part I-C, line 5, and Part II-B, line 1. Also, complete this part for any additional information.

Identifier	Return Reference	Explanation
II-B		and in our Courts Diabetes affects the lives of nearly 26 million children and adults in this country and another 79 million with prediabetes. If current trends continue, one in three children will face future with diabetes. It's a tragedy that does not have to happen. By working with Congress and State Legislators, we can stop the diabetes epidemic in America. Diabetes advocates around the country fight to increase funding for diabetes research and program, prevent diabetes, improve access to health care and eliminate discrimination against people with diabetes at school, work and elsewhere in their lives.

SCHEDULE D (Form 990)

OMB No 1545-0047

Supplemental Financial Statements

2011

Open to Public Inspection

Complete if the organization answered "Yes," to Form 990, Part IV, line 6, 7, 9, 10, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b. Attach to Form 990. See separate instructions.

Department of the Treasury Internal Revenue Service

Name of the organization American Diabetes Association

Employer identification number 13-1623888

Part I Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts. Complete if the organization answered "Yes" to Form 990, Part IV, line 6.

Table with 2 columns: (a) Donor advised funds, (b) Funds and other accounts. Rows include Total number at end of year, Aggregate contributions to (during year), Aggregate grants from (during year), and Aggregate value at end of year.

- 5 Did the organization inform all donors and donor advisors in writing that the assets held in donor advised funds are the organization's property, subject to the organization's exclusive legal control?
6 Did the organization inform all grantees, donors, and donor advisors in writing that grant funds may be used only for charitable purposes and not for the benefit of the donor or donor advisor, or for any other purpose conferring impermissible private benefit?

Part II Conservation Easements. Complete if the organization answered "Yes" to Form 990, Part IV, line 7.

- 1 Purpose(s) of conservation easements held by the organization (check all that apply): Preservation of land for public use, Protection of natural habitat, Preservation of open space, Preservation of an historically importantly land area, Preservation of a certified historic structure.

2 Complete lines 2a-2d if the organization held a qualified conservation contribution in the form of a conservation easement on the last day of the tax year

Table with 2 columns: Description, Held at the End of the Year. Rows include Total number of conservation easements, Total acreage restricted by conservation easements, Number of conservation easements on a certified historic structure included in (a), and Number of conservation easements included in (c) acquired after 8/17/06.

3 Number of conservation easements modified, transferred, released, extinguished, or terminated by the organization during the taxable year

4 Number of states where property subject to conservation easement is located

5 Does the organization have a written policy regarding the periodic monitoring, inspection, handling of violations, and enforcement of the conservation easements it holds?

6 Staff and volunteer hours devoted to monitoring, inspecting and enforcing conservation easements during the year

7 Amount of expenses incurred in monitoring, inspecting, and enforcing conservation easements during the year

8 Does each conservation easement reported on line 2(d) above satisfy the requirements of section 170(h)(4)(B)(i) and 170(h)(4)(B)(ii)?

9 In Part XIV, describe how the organization reports conservation easements in its revenue and expense statement, and balance sheet, and include, if applicable, the text of the footnote to the organization's financial statements that describes the organization's accounting for conservation easements

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets. Complete if the organization answered "Yes" to Form 990, Part IV, line 8.

1a If the organization elected, as permitted under SFAS 116, not to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education or research in furtherance of public service, provide, in Part XIV, the text of the footnote to its financial statements that describes these items

b If the organization elected, as permitted under SFAS 116, to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide the following amounts relating to these items

(i) Revenues included in Form 990, Part VIII, line 1
(ii) Assets included in Form 990, Part X

2 If the organization received or held works of art, historical treasures, or other similar assets for financial gain, provide the following amounts required to be reported under SFAS 116 relating to these items

a Revenues included in Form 990, Part VIII, line 1
b Assets included in Form 990, Part X

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets *(continued)*

3 Using the organization's accession and other records, check any of the following that are a significant use of its collection items (check all that apply)

- a** Public exhibition
- b** Scholarly research
- c** Preservation for future generations
- d** Loan or exchange programs
- e** Other

4 Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIV

5 During the year, did the organization solicit or receive donations of art, historical treasures or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection? Yes No

Part IV Escrow and Custodial Arrangements. Complete if the organization answered "Yes" to Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.

1a Is the organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part X? Yes No

b If "Yes," explain the arrangement in Part XIV and complete the following table

	Amount
1c Beginning balance	
1d Additions during the year	
1e Distributions during the year	
1f Ending balance	

2a Did the organization include an amount on Form 990, Part X, line 21? Yes No

b If "Yes," explain the arrangement in Part XIV

Part V Endowment Funds. Complete if the organization answered "Yes" to Form 990, Part IV, line 10.

	(a) Current Year	(b) Prior Year	(c) Two Years Back	(d) Three Years Back	(e) Four Years Back
1a Beginning of year balance	21,855,975	20,659,811	19,282,060	20,888,880	
b Contributions	138,992	526,160	353,666	653,769	
c Investment earnings or losses	2,072,541	2,123,170	3,234,277	-519,302	
d Grants or scholarships	2,093,138	1,453,166	2,210,192	1,741,287	
e Other expenditures for facilities and programs					
f Administrative expenses					
g End of year balance	21,974,370	21,855,975	20,659,811	19,282,060	

2 Provide the estimated percentage of the year end balance held as

- a** Board designated or quasi-endowment
- b** Permanent endowment 20.000 %
- c** Term endowment 80.000 %

3a Are there endowment funds not in the possession of the organization that are held and administered for the organization by

	Yes	No
(i) unrelated organizations	3a(i) Yes	
(ii) related organizations	3a(ii) Yes	
b If "Yes" to 3a(ii), are the related organizations listed as required on Schedule R?	3b Yes	

4 Describe in Part XIV the intended uses of the organization's endowment funds

Part VI Land, Buildings, and Equipment. See Form 990, Part X, line 10.

Description of property	(a) Cost or other basis (investment)	(b) Cost or other basis (other)	(c) Accumulated depreciation	(d) Book value
1a Land		67,092		67,092
b Buildings				
c Leasehold improvements		1,248,734	1,070,748	177,986
d Equipment		12,055,596	8,079,512	3,976,084
e Other		18,079,809	14,554,215	3,525,594
Total. Add lines 1a-1e (Column (d) should equal Form 990, Part X, column (B), line 10(c).)				7,746,756

Part VII Investments—Other Securities. See Form 990, Part X, line 12.

(a) Description of security or category (including name of security)	(b) Book value	(c) Method of valuation Cost or end-of-year market value
(1) Financial derivatives		
(2) Closely-held equity interests		
Other		
Total. (Column (b) should equal Form 990, Part X, col (B) line 12)		

Part VIII Investments—Program Related. See Form 990, Part X, line 13.

(a) Description of investment type	(b) Book value	(c) Method of valuation Cost or end-of-year market value
Total. (Column (b) should equal Form 990, Part X, col (B) line 13)		

Part IX Other Assets. See Form 990, Part X, line 15.

(a) Description	(b) Book value
(1) Due From Property Title Holding Corporation	4,983,137
(2) Investment in Net Assets of American Diabetes Association Property Title Holding Corporation	12,850,000
Total. (Column (b) should equal Form 990, Part X, col.(B) line 15.)	17,833,137

Part X Other Liabilities. See Form 990, Part X, line 25.

1 (a) Description of Liability	(b) Amount
Federal Income Taxes	
Due to American Diabetes Association Research Foundation	7,672,508
Total. (Column (b) should equal Form 990, Part X, col (B) line 25)	7,672,508

2. Fin 48 (ASC 740) Footnote In Part XIV, provide the text of the footnote to the organization's financial statements that reports the organization's liability for uncertain tax positions under FIN 48 (ASC 740)

Part XI Reconciliation of Change in Net Assets from Form 990 to Financial Statements

1	Total revenue (Form 990, Part VIII, column (A), line 12)	1	202,794,922
2	Total expenses (Form 990, Part IX, column (A), line 25)	2	193,104,772
3	Excess or (deficit) for the year Subtract line 2 from line 1	3	9,690,150
4	Net unrealized gains (losses) on investments	4	-538,125
5	Donated services and use of facilities	5	
6	Investment expenses	6	
7	Prior period adjustments	7	
8	Other (Describe in Part XIV)	8	-617,482
9	Total adjustments (net) Add lines 4 - 8	9	-1,155,607
10	Excess or (deficit) for the year per financial statements Combine lines 3 and 9	10	8,534,543

Part XII Reconciliation of Revenue per Audited Financial Statements With Revenue per Return

1	Total revenue, gains, and other support per audited financial statements	1	208,533,200
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12		
a	Net unrealized gains on investments	2a	-538,125
b	Donated services and use of facilities	2b	2,156,390
c	Recoveries of prior year grants	2c	
d	Other (Describe in Part XIV)	2d	4,960,364
e	Add lines 2a through 2d	2e	6,578,629
3	Subtract line 2e from line 1	3	201,954,571
4	Amounts included on Form 990, Part VIII, line 12, but not on line 1:		
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a	110,501
b	Other (Describe in Part XIV)	4b	729,850
c	Add lines 4a and 4b	4c	840,351
5	Total Revenue Add lines 3 and 4c . (This should equal Form 990, Part I, line 12)	5	202,794,922

Part XIII Reconciliation of Expenses per Audited Financial Statements With Expenses per Return

1	Total expenses and losses per audited financial statements	1	199,998,657
2	Amounts included on line 1 but not on Form 990, Part IX, line 25		
a	Donated services and use of facilities	2a	2,156,390
b	Prior year adjustments	2b	
c	Other losses	2c	1,037,026
d	Other (Describe in Part XIV)	2d	34,297,034
e	Add lines 2a through 2d	2e	37,490,450
3	Subtract line 2e from line 1	3	162,508,207
4	Amounts included on Form 990, Part IX, line 25, but not on line 1:		
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a	110,501
b	Other (Describe in Part XIV)	4b	30,486,064
c	Add lines 4a and 4b	4c	30,596,565
5	Total expenses Add lines 3 and 4c . (This should equal Form 990, Part I, line 18)	5	193,104,772

Part XIV Supplemental Information

Complete this part to provide the descriptions required for Part II, lines 3, 5, and 9, Part III, lines 1a and 4, Part IV, lines 1b and 2b, Part V, line 4, Part X, Part XI, line 8, Part XII, lines 2d and 4b, and Part XIII, lines 2d and 4b Also complete this part to provide any additional information

Identifier	Return Reference	Explanation
V	4	The following was disclosed related to the intended use of the Association endowment funds in the consolidated financial statements The Association has adopted an investment policy for endowment assets that provides continued financial stability for the Association and a revenue stream for spending on the Association mission To fulfill this mission, the American Diabetes Association funds research, publishes scientific findings, provides information and other services to people with diabetes, their families, health professionals, and the public
X	2	The following was disclosed related to uncertain tax positions in the consolidated financial statements The American Diabetes Association and the American Diabetes Association Research Foundation, Inc are exempt from income taxes under Section 501c3 of the Internal Revenue Code the Code and charitable contributions to these organizations qualify for tax deductions as described in the Code The American Diabetes Association Property Title Holding Company, Inc is exempt from income taxes under Section 501c2 of the Code These entities have been classified as organizations that are not private foundations under Section 509a of the Code
X	2 Continued	The Association recognizes the effect of income tax positions only if those positions more likely than not would not be sustained upon examination by the Internal Revenue Services The Association has analyzed the tax positions taken and has concluded that as of December 31, 2011, there are no uncertain tax positions taken or expected to be taken that would require recognition of a liability or asset or disclosure in the financial statements
XI	8	Deficit from the American Diabetes Association Research Foundation, Inc EIN 54-1734511 -176,050 Unrealized loss on investments from the American Diabetes Association Research Foundation, Inc EIN 54-1734511 -1,071 Net loss from uncollectible pledges -1,037,026 Insurance reimbursement to recover prior year loss of 596,665
XII	2d	Donations reported by the American Diabetes Association Research Foundations audited financial statements EIN 54-1734511 3,649,933 Contributed services reported by the American Diabetes Association Research Foundation, Inc EIN 54-1734511 713,766 Insurance reimbursement to recover prior year loss of 596,665
XII	4b	American Diabetes Association Research Foundation, Inc EIN 54-1734511 Management Fee Reported 729,850
XIII	2c	Net loss from uncollectible pledges 1,037,026
XIII	2d	American Diabetes Association Research Foundation, Inc EIN 54-1734511 Expenses 34,297,034
XIII	4b	American Diabetes Association Research Foundation, Inc EIN 54-1734511 Grant 30,486,064

**SCHEDULE F
(Form 990)**

Statement of Activities Outside the United States

OMB No 1545-0047

2011

**Open to Public
Inspection**

▶ Complete if the organization answered "Yes" to Form 990,
Part IV, line 14b, 15, or 16.
▶ Attach to Form 990. ▶ See separate instructions.

Department of the Treasury
Internal Revenue Service

Name of the organization
American Diabetes Association

Employer identification number
13-1623888

Part I General Information on Activities Outside the United States. Complete if the organization answered "Yes" to Form 990, Part IV, line 14b.

1 For grantmakers. Does the organization maintain records to substantiate the amount of the grants or assistance, the grantees' eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance? **Yes** **No**

2 For grantmakers. Describe in Part V the organization's procedures for monitoring the use of grant funds outside the United States

3 Activities per Region (Use Part V if additional space is needed)

(a) Region	(b) Number of offices in the region	(c) Number of employees or agents in region or independent contractors	(d) Activities conducted in region (by type) (e.g., fundraising, program services, investments, grants to recipients located in the region)	(e) If activity listed in (d) is a program service, describe specific type of service(s) in region	(f) Total expenditures for region/investments in region
East Asia and the Pacific			Program Services	Grantmaking	10,000
Europe			Program Services	Grantmaking	10,368
3a Sub-total					20,368
b Total from continuation sheets to Part I					
c Totals (add lines 3a and 3b)					20,368

Part II Grants and Other Assistance to Organizations or Entities Outside the United States. Complete if the organization answered "Yes" to Form 990, Part IV, line 15, for any recipient who received more than \$5,000. Check this box if no one recipient received more than \$5,000
Use Part V if additional space is needed.

1 (a) Name of organization	(b) IRS code section and EIN (if applicable)	(c) Region	(d) Purpose of grant	(e) Amount of cash grant	(f) Manner of cash disbursement	(g) Amount of non-cash assistance	(h) Description of non-cash assistance	(i) Method of valuation (book, FMV, appraisal, other)
		East Asia and the Pacific	General Support for the 12th Meeting of the International Diabetes Epidemiology IDEG	10,000	Check			
		Europe	Annual Contribution from Wendell Mayes donor advised fund to the international Diabetes Federation	10,368	Check			

2 Enter total number of recipient organizations listed above that are recognized as charities by the foreign country, recognized as tax-exempt by the IRS, or for which the grantee or counsel has provided a section 501(c)(3) equivalency letter 2

3 Enter total number of other organizations or entities

Part III **Grants and Other Assistance to Individuals Outside the United States.** Complete if the organization answered "Yes" to Form 990, Part IV, line 16.
Use Part V if additional space is needed.

(a) Type of grant or assistance	(b) Region	(c) Number of recipients	(d) Amount of cash grant	(e) Manner of cash disbursement	(f) Amount of non-cash assistance	(g) Description of non-cash assistance	(h) Method of valuation (book, FMV, appraisal, other)

Part IV Foreign Forms

- 1 Was the organization a U S transferor of property to a foreign corporation during the tax year? *If "Yes," the organization may be required to file Form 926 (see instructions for Form 926)* Yes No
- 2 Did the organization have an interest in a foreign trust during the tax year? *If "Yes," the organization may be required to file Form 3520 and/or Form 3520-A. (see instructions for Forms 3520 and 3520-A)* Yes No
- 3 Did the organization have an ownership interest in a foreign corporation during the tax year? *If "Yes," the organization may be required to file Form 5471, Information Return of U.S. Persons with respect to Certain Foreign Corporations. (see instructions for Form 5471)* Yes No
- 4 Was the organization a direct or indirect shareholder of a passive foreign investment company or a qualified electing fund during the tax year? *If "Yes," the organization may be required to file Form 8621, Return by a Shareholder of a Passive Foreign Investment Company or Qualified Electing Fund. (see instructions for Form 8621)* Yes No
- 5 Did the organization have an ownership interest in a foreign partnership during the tax year? *If "Yes," the organization may be required to file Form 8865, Return of U.S. Persons with respect to Certain Foreign Partnerships. (see instructions for Form 8865)* Yes No
- 6 Did the organization have any operations in or related to any boycotting countries during the tax year? *If "Yes," the organization may be required to file Form 5713, International Boycott Report (see instructions for Form 5713).* Yes No

Part V Supplemental Information

Complete this part to provide the information (see instructions) required in Part I, line 2, and any additional information.

Identifier	ReturnReference	Explanation
I	2	The Association awarded a grant to the International Diabetes Federation IDF as part of the Associations donor-advised fund program The grantees use of the funds is monitored through the Associations membership in the IDF With respect to grant awarded to the International Diabetes Epidemiology IDEG The Association conducts financial monitoring and maintains records of grantee narrative and financial reports containing detailed information of grant activity to ensure such a grant is used for its intended purpose

SCHEDULE G (Form 990 or 990-EZ)

Supplemental Information Regarding Fundraising or Gaming Activities

OMB No 1545-0047

2011

Open to Public Inspection

Complete if the organization answered "Yes" to Form 990, Part IV, lines 17, 18, or 19, or if the organization entered more than \$15,000 on Form 990-EZ, line 6a. Attach to Form 990 or Form 990-EZ. See separate instructions.

Department of the Treasury Internal Revenue Service

Name of the organization American Diabetes Association

Employer identification number 13-1623888

Part I Fundraising Activities. Complete if the organization answered "Yes" to Form 990, Part IV, line 17.

- 1 Indicate whether the organization raised funds through any of the following activities. Check all that apply. a Mail solicitations, b Internet and e-mail solicitations, c Phone solicitations, d In-person solicitations, e Solicitation of non-government grants, f Solicitation of government grants, g Special fundraising events. 2a Did the organization have a written or oral agreement with any individual... 2b If "Yes," list the ten highest paid individuals or entities (fundraisers) pursuant to agreements...

Table with 6 columns: (i) Name and address of individual or entity (fundraiser), (ii) Activity, (iii) Did fundraiser have custody or control of contributions?, (iv) Gross receipts from activity, (v) Amount paid to (or retained by) fundraiser listed in col (i), (vi) Amount paid to (or retained by) organization. Rows include Infocision Management Corporation, Thompson Habib Denison Inc, Automotive Recovery Services Inc, Donor Service Group, and Convio.

3 List all states in which the organization is registered or licensed to solicit funds or has been notified it is exempt from registration or licensing

AK, AL, AR, AZ, CA, CO, CT, DC, DE, FL, GA, HI, IA, ID, IL, IN, KS, KY, LA, MA, MD, ME, MI, MN, MO, MS, MT, NC, ND, NE, NH, NJ, NM, NV, NY, OH, OK, OR, PA, RI, SC, SD, TN, TX, UT, VA, VT, WA, WI, WV, WY

Part II Fundraising Events. Complete if the organization answered "Yes" to Form 990, Part IV, line 18, or reported more than \$15,000 on Form 990-EZ, line 6a. List events with gross receipts greater than \$5,000.

		(a) Event #1	(b) Event #2	(c) Other Events	(d) Total Events
		<u>Step Out Walk Event</u> (event type)	<u>Tour De Cure</u> (event type)	<u>1</u> (total number)	(Add col (a) through col (c))
Revenue	1 Gross receipts	20,524,895	23,016,785	12,943,915	56,485,595
	2 Less Charitable contributions	18,553,357	20,350,117	9,745,583	48,649,057
	3 Gross income (line 1 minus line 2)	1,971,538	2,666,668	3,198,332	7,836,538
Direct Expenses	4 Cash prizes				
	5 Non-cash prizes	634,131	713,167	246,076	1,593,374
	6 Rent/facility costs	525,394	601,527	628,100	1,755,021
	7 Food and beverages	131,113	346,211	1,535,918	2,013,242
	8 Entertainment	58,604	68,016	199,294	325,914
	9 Other direct expenses	622,296	937,746	588,945	2,148,987
	10 Direct expense summary Add lines 4 through 9 in column (d) ▶				(7,836,538)
11 Net income summary Combine lines 3 and 10 in column (d) ▶					

Part III Gaming. Complete if the organization answered "Yes" to Form 990, Part IV, line 19, or reported more than \$15,000 on Form 990-EZ, line 6a.

		(a) Bingo	(b) Pull tabs/Instant bingo/progressive bingo	(c) Other gaming	(d) Total gaming (Add col (a) through col (c))
		1 Gross revenue			
Direct Expenses	2 Cash prizes			16,669	16,669
	3 Non-cash prizes			39,334	39,334
	4 Rent/facility costs				
	5 Other direct expenses			7,749	7,749
	6 Volunteer labor	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes <u>72.000%</u> <input type="checkbox"/> No	
7 Direct expense summary Add lines 2 through 5 in column (d) ▶					(63,752)
8 Net gaming income summary Combine lines 1 and 7 in column (d) ▶					39,035

9 Enter the state(s) in which the organization operates gaming activities See Additional Data Table

a Is the organization licensed to operate gaming activities in each of these states? Yes No

b If "No," Explain _____

10a Were any of the organization's gaming licenses revoked, suspended or terminated during the tax year? Yes No

b If "Yes," Explain _____

- 11** Does the organization operate gaming activities with nonmembers? Yes No
- 12** Is the organization a grantor, beneficiary or trustee of a trust or a member of a partnership or other entity formed to administer charitable gaming? Yes No

13 Indicate the percentage of gaming activity operated in

a The organization's facility	13a	
b An outside facility	13b	100.000 %

14 Provide the name and address of the person who prepares the organization's gaming/special events books and records

Name ▶ See Part IV Supplemental Info

Address ▶ 1701 N Beauregard Street
Alexandria, VA 22311

15a Does the organization have a contract with a third party from whom the organization receives gaming revenue? Yes No

b If "Yes," enter the amount of gaming revenue received by the organization ▶ \$ _____ and the amount of gaming revenue retained by the third party ▶ \$ _____

c If "Yes," enter name and address

Name ▶

Address ▶

16 Gaming manager information

Name ▶ See Part IV Supplemental Info

Gaming manager compensation ▶ \$ _____

Description of services provided ▶

- Director/officer Employee Independent contractor

17 Mandatory distributions

a Is the organization required under state law to make charitable distributions from the gaming proceeds to retain the state gaming license? Yes No

b Enter the amount of distributions required under state law distributed to other exempt organizations or spent in the organization's own exempt activities during the tax year ▶ \$ 39,035

Part IV Complete this part to provide additional information for responses to question on Schedule G (see instructions.)

Identifier	ReturnReference	Explanation
I	2	The amounts reported in column v represent fees paid to registered professional fundraisers. Additional payments to these vendors include the following consulting fees related to programmatic content 1,942,000, printing 341,000 postage and shipping cost 180,000, and total data processing 294,000. The amounts paid for these expenses were determined by review of the detailed invoices supplied by the service provider.
III	14	The Associations records are centralized at the home office at 1701 N Beauregard St, Alexandria, VA 22311 based on the information submitted by each Executive Director located in field offices.
III	16	The management and administration of the Associations gaming/special events are the responsibility of the local Executive Director of each office. Compensation is based on size of market and is not specific to the results of an individual gaming activity.

Additional Data

Software ID: 11000218

Software Version: 2011.0.0

EIN: 13-1623888

Name: American Diabetes Association

Form 990 Schedule G Part III Line 9

Enter the state(s) in which the organization operates gaming activities

WI, TX, OR, OH, NJ, IL, DE, CA, AK

Schedule I (Form 990)

OMB No 1545-0047

Grants and Other Assistance to Organizations, Governments and Individuals in the United States

2011

Complete if the organization answered "Yes," to Form 990, Part IV, line 21 or 22. Attach to Form 990

Open to Public Inspection

Department of the Treasury Internal Revenue Service

Name of the organization American Diabetes Association

Employer identification number 13-1623888

Part I General Information on Grants and Assistance

- 1 Does the organization maintain records to substantiate the amount of the grants or assistance...
2 Describe in Part IV the organization's procedures for monitoring the use of grant funds in the United States

Part II Grants and Other Assistance to Governments and Organizations in the United States. Complete if the organization answered "Yes" to Form 990, Part IV, line 21 for any recipient that received more than \$5,000.

Table with 8 columns: (a) Name and address of organization or government, (b) EIN, (c) IRC Code section if applicable, (d) Amount of cash grant, (e) Amount of non-cash assistance, (f) Method of valuation, (g) Description of non-cash assistance, (h) Purpose of grant or assistance. Contains 7 rows of data.

2 Enter total number of section 501(c)(3) and government organizations listed in the line 1 table
3 Enter total number of other organizations listed in the line 1 table

Part III Grants and Other Assistance to Individuals in the United States. Complete if the organization answered "Yes" to Form 990, Part IV, line 22.
Use Schedule I-1 (Form 990) if additional space is needed.

(a) Type of grant or assistance	(b) Number of recipients	(c) Amount of cash grant	(d) Amount of non-cash assistance	(e) Method of valuation (book, FMV, appraisal, other)	(f) Description of non-cash assistance
(1) Camperships	14	147,607			

Part IV Supplemental Information. Complete this part to provide the information required in Part I, line 2, and any other additional information.

Identifier	Return Reference	Explanation
I	2	The American Diabetes Association provides grant funding for Research grants to the American Diabetes Association Research Foundation. The Association closely monitors the use of grant funds in the United States. Each grantee is required to submit an Annual Progress Report, which includes a scientific and a financial portion, 30 days after the end of each previously committed funding year. Each year of funding after the first is contingent upon approval of the Annual Progress Report and the availability of funds. If the complete report is not received within 90 days after the due date, the award will be terminated.
I	2 Continued	After the completion of the final year of the grant, a Cumulative Final Report, which includes a scientific and financial portion, is due within 60 days after the expiration date of the grant. If the complete final report is not received by the due date, the grantee will not be eligible to apply for any future American Diabetes Association Research Foundation awards until the obligations for the award are complete. This process is monitored and reviewed by the American Diabetes Association Scientific /Medical Management for award status and compliance.
I	2 Continued	The Association also provides grants and scholarships for persons with diabetes and their families to attend camp programs. In 2011, the Association made it possible for 6,500 children and teens with diabetes to share in the summer camp experience through one of the 53 weeks of camp the Association offered in 40 locations in 25 states or at one of the camps by other organizations that met the Association's high standards of care.
I	2 Continued	Camp provides an outdoor recreational experience in which the child for children with diabetes ages 8-18 can develop as a person while including informal education about the management of diabetes. Children are carefully supervised by a staff of doctors, nurses, dietitians, and other volunteers and staff. Program Evaluation and outcome measurement provide valuable data to the Association regarding camp programs and how to improve them.
I	2 Continued	An assessment/planning meeting including camp volunteers and staff leadership is held within two months of the conclusion of the camp session. At this time, camp results are evaluated and compared to goals. The strengths and weaknesses of the camp program, opportunities for growth and improvement, emerging issues and needs and the viability of continuation/initiation of new programs are evaluated. In addition, the American Diabetes Association also provides grants to support Advocacy programs. The grant provided to Disability Rights Education Defense Funds, Inc. DREDF was in support to their work on behalf of children with diabetes, specifically related to Safe at School campaign. The on-going collaborative relationship with the Association allows the monitoring of the use of fund.

Schedule J
(Form 990)

Compensation Information

OMB No 1545-0047

2011

Open to Public Inspection

For certain Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

▶ Complete if the organization answered "Yes" to Form 990, Part IV, question 23.

▶ Attach to Form 990. ▶ See separate instructions.

Department of the Treasury
Internal Revenue Service

Name of the organization
American Diabetes Association

Employer identification number
13-1623888

Part I Questions Regarding Compensation

	Yes	No								
<p>1a Check the appropriate box(es) if the organization provided any of the following to or for a person listed in Form 990, Part VII, Section A, line 1a Complete Part III to provide any relevant information regarding these items</p> <table border="0"> <tr> <td><input type="checkbox"/> First-class or charter travel</td> <td><input checked="" type="checkbox"/> Housing allowance or residence for personal use</td> </tr> <tr> <td><input type="checkbox"/> Travel for companions</td> <td><input type="checkbox"/> Payments for business use of personal residence</td> </tr> <tr> <td><input checked="" type="checkbox"/> Tax idemnification and gross-up payments</td> <td><input type="checkbox"/> Health or social club dues or initiation fees</td> </tr> <tr> <td><input type="checkbox"/> Discretionary spending account</td> <td><input type="checkbox"/> Personal services (e g , maid, chauffeur, chef)</td> </tr> </table>	<input type="checkbox"/> First-class or charter travel	<input checked="" type="checkbox"/> Housing allowance or residence for personal use	<input type="checkbox"/> Travel for companions	<input type="checkbox"/> Payments for business use of personal residence	<input checked="" type="checkbox"/> Tax idemnification and gross-up payments	<input type="checkbox"/> Health or social club dues or initiation fees	<input type="checkbox"/> Discretionary spending account	<input type="checkbox"/> Personal services (e g , maid, chauffeur, chef)		
<input type="checkbox"/> First-class or charter travel	<input checked="" type="checkbox"/> Housing allowance or residence for personal use									
<input type="checkbox"/> Travel for companions	<input type="checkbox"/> Payments for business use of personal residence									
<input checked="" type="checkbox"/> Tax idemnification and gross-up payments	<input type="checkbox"/> Health or social club dues or initiation fees									
<input type="checkbox"/> Discretionary spending account	<input type="checkbox"/> Personal services (e g , maid, chauffeur, chef)									
<p>b If any of the boxes in line 1a are checked, did the organization follow a written policy regarding payment or reimbursement or provision of all the expenses described above? If "No," complete Part III to explain</p>	Yes									
<p>2 Did the organization require substantiation prior to reimbursing or allowing expenses incurred by all officers, directors, trustees, and the CEO/Executive Director, regarding the items checked in line 1a?</p>	Yes									
<p>3 Indicate which, if any, of the following the organization uses to establish the compensation of the organization's CEO/Executive Director Check all that apply</p> <table border="0"> <tr> <td><input checked="" type="checkbox"/> Compensation committee</td> <td><input type="checkbox"/> Written employment contract</td> </tr> <tr> <td><input checked="" type="checkbox"/> Independent compensation consultant</td> <td><input checked="" type="checkbox"/> Compensation survey or study</td> </tr> <tr> <td><input checked="" type="checkbox"/> Form 990 of other organizations</td> <td><input checked="" type="checkbox"/> Approval by the board or compensation committee</td> </tr> </table>	<input checked="" type="checkbox"/> Compensation committee	<input type="checkbox"/> Written employment contract	<input checked="" type="checkbox"/> Independent compensation consultant	<input checked="" type="checkbox"/> Compensation survey or study	<input checked="" type="checkbox"/> Form 990 of other organizations	<input checked="" type="checkbox"/> Approval by the board or compensation committee				
<input checked="" type="checkbox"/> Compensation committee	<input type="checkbox"/> Written employment contract									
<input checked="" type="checkbox"/> Independent compensation consultant	<input checked="" type="checkbox"/> Compensation survey or study									
<input checked="" type="checkbox"/> Form 990 of other organizations	<input checked="" type="checkbox"/> Approval by the board or compensation committee									
<p>4 During the year, did any person listed in Form 990, Part VII, Section A, line 1a with respect to the filing organization or a related organization</p>										
<p>a Receive a severance payment or change-of-control payment?</p>		No								
<p>b Participate in, or receive payment from, a supplemental nonqualified retirement plan?</p>	Yes									
<p>c Participate in, or receive payment from, an equity-based compensation arrangement? If "Yes" to any of lines 4a-c, list the persons and provide the applicable amounts for each item in Part III</p>		No								
<p>Only 501(c)(3) and 501(c)(4) organizations only must complete lines 5-9.</p>										
<p>5 For persons listed in form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of</p>										
<p>a The organization?</p>		No								
<p>b Any related organization? If "Yes," to line 5a or 5b, describe in Part III</p>		No								
<p>6 For persons listed in form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the net earnings of</p>										
<p>a The organization?</p>		No								
<p>b Any related organization? If "Yes," to line 6a or 6b, describe in Part III</p>		No								
<p>7 For persons listed in Form 990, Part VII, Section A, line 1a, did the organization provide any non-fixed payments not described in lines 5 and 6? If "Yes," describe in Part III</p>	Yes									
<p>8 Were any amounts reported in Form 990, Part VII, paid or accrued pursuant to a contract that was subject to the initial contract exception described in Regs section 53 4958-4(a)(3)? If "Yes," describe in Part III</p>		No								
<p>9 If "Yes" to line 8, did the organization also follow the rebuttable presumption procedure described in Regulations section 53 4958-6(c)?</p>		No								

Part II Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees. Use Schedule J-1 if additional space needed.

For each individual whose compensation must be reported in Schedule J, report compensation from the organization on row (i) and from related organizations, described in the instructions on row (ii) Do not list any individuals that are not listed on Form 990, Part VII

Note. The sum of columns (B)(i)-(iii) for each listed individual must equal the total amount of Form 990, Part VII, Section A, line 1a, columns (D) and (E) for that individual

(A) Name	(B) Breakdown of W-2 and/or 1099-MISC compensation			(C) Retirement and other deferred compensation	(D) Nontaxable benefits	(E) Total of columns (B)(i)-(D)	(F) Compensation reported in prior Form 990 or Form 990-EZ
	(i) Base compensation	(ii) Bonus & incentive compensation	(iii) Other reportable compensation				
See Additional Data Table							

Part III Supplemental Information

Complete this part to provide the information, explanation, or descriptions required for Part I, lines 1a, 1b, 4c, 5a, 5b, 6a, 6b, 7, and 8. Also complete this part for any additional information.

Identifier	Return Reference	Explanation
I	1a	Greg Elfers, Chief Field Development Officer is provided housing on a continuing basis.
I	1a	Payments related to housing and excess pension benefits are grossed up for individual tax reporting purposes.
I	4b	A 457 plan is available to senior management. 73,341 was accrued for the Chief Executive Officer as 457f deferred compensation based on a pre-determined percentage of salary. In addition, the compensation of Richard Kahn, PhD, former Chief Scientific Medical Officer, includes 112,500 of the Supplemental Executive Retirement Plan.
I	7	The following non-fixed payments based on completion of annual performance objectives are reported for the Chief Executive Officer: 1 an accrued 2011 performance bonus of 81,090, and 2 an accrued 457f deferred compensation contribution of 55,604. In addition, the Chief Executive Officers 2010 performance bonus of 77,598 that was accrued in 2010, but paid in 2011, is reported in column Bii.
II		The employment term for David Kendall, MD, Chief Science Medical Officer, ended in July 2011.

Software ID: 11000218
Software Version: 2011.0.0
EIN: 13-1623888
Name: American Diabetes Association

Form 990, Schedule J, Part II - Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

(A) Name		(B) Breakdown of W-2 and/or 1099-MISC compensation			(C) Deferred compensation	(D) Nontaxable benefits	(E) Total of columns (B)(i)-(D)	(F) Compensation reported in prior Form 990 or Form 990-EZ
		(i) Base Compensation	(ii) Bonus & incentive compensation	(iii) Other compensation				
Larry Hausner MBA	(i) (ii)	446,024	77,598	22,328	220,626	18,751	785,327	77,598
Deborah Johnson	(i) (ii)	216,775		1,798	9,364	6,953	234,890	
Greg Elfers	(i) (ii)	301,320		50,730	10,591	11,107	373,748	
David Kendall MD	(i) (ii)	208,974		27,000	8,410	8,500	252,884	
M Vaneeda Bennett	(i) (ii)	228,413		5,062	9,808	7,362	250,645	
M Sue Kirkman MD	(i) (ii)	228,630		3,320	9,960	11,872	253,782	
Don Laing	(i) (ii)	189,359		2,162	7,834	7,897	207,252	
Rodney Sampson	(i) (ii)	178,141		1,468	7,264	17,878	204,751	
Tamara Darsow PhD	(i) (ii)	166,100	10,000	1,413		20,441	197,954	
Andrea Maddox	(i) (ii)	171,591		2,033	6,816	11,725	192,165	
Richard Erb	(i) (ii)	154,960		1,285	5,833	1,671	163,749	
Lori Stevens	(i) (ii)	149,080		1,533	5,404	7,370	163,387	
Lewis Bartfield	(i) (ii)	145,128		5,030	5,522	16,473	172,153	
Shereen Arent	(i) (ii)	186,988		2,161	7,463	1,174	197,786	
Lois Witkop MBA	(i) (ii)	186,988		1,494	7,429	1,796	197,707	
Peter Braun	(i) (ii)	160,984		1,953	6,114	6,625	175,676	
Kate Rooper	(i) (ii)	152,007		2,125	5,578	6,839	166,549	
Nancy Stinson Harris	(i) (ii)	146,719		1,292	5,299	7,316	160,626	

Form 990, Schedule J, Part II - Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

(A) Name		(B) Breakdown of W-2 and/or 1099-MISC compensation			(C) Deferred compensation	(D) Nontaxable benefits	(E) Total of columns (B)(i)-(D)	(F) Compensation reported in prior Form 990 or Form 990-EZ
		(i) Base Compensation	(ii) Bonus & incentive compensation	(iii) Other compensation				
Richard Kahn PhD	(i) (ii)			112,500		112,500	112,500	

**SCHEDULE M
(Form 990)**

NonCash Contributions

OMB No 1545-0047

2011

**Open to Public
Inspection**

▶ **Complete if the organization answered "Yes" on Form 990, Part IV, lines 29 or 30.**
▶ **Attach to Form 990.**

Department of the Treasury
Internal Revenue Service

Name of the organization
American Diabetes Association

Employer identification number
13-1623888

Part I Types of Property

	(a) Check if applicable	(b) Number of Contributions or items contributed	(c) Contribution amounts reported on Form 990, Part VIII, line 1g	(d) Method of determining contribution amounts
1 Art—Works of art				
2 Art—Historical treasures				
3 Art—Fractional interests				
4 Books and publications				
5 Clothing and household goods				
6 Cars and other vehicles	X	2,870	941,491	Sales of comparable property and/or opinion of expert to determine Fair Market Value
7 Boats and planes				
8 Intellectual property				
9 Securities—Publicly traded	X	45	451,289	Fair Market Value
10 Securities—Closely held stock				
11 Securities—Partnership, LLC, or trust interests				
12 Securities—Miscellaneous				
13 Qualified conservation contribution—Historic structures				
14 Qualified conservation contribution—Other				
15 Real estate—Residential				
16 Real estate—Commercial				
17 Real estate—Other				
18 Collectibles				
19 Food inventory				
20 Drugs and medical supplies	X	34,752	1,951,590	Fair Market Value
21 Taxidermy				
22 Historical artifacts				
23 Scientific specimens				
24 Archeological artifacts				
25 Other ▶ (_____)				
26 Other ▶ (_____)				
27 Other ▶ (_____)				
28 Other ▶ (_____)				

29 Number of Forms 8283 received by the organization during the tax year for contributions for which the organization completed Form 8283, Part IV, Donee Acknowledgement **29**

	Yes	No
30a During the year, did the organization receive by contribution any property reported in Part I, lines 1-28 that it must hold for at least three years from the date of the initial contribution, and which is not required to be used for exempt purposes for the entire holding period?		No
b If "Yes," describe the arrangement in Part II		
31 Does the organization have a gift acceptance policy that requires the review of any non-standard contributions?	Yes	
32a Does the organization hire or use third parties or related organizations to solicit, process, or sell non-cash contributions?	Yes	
b If "Yes," describe in Part II		
33 If the organization did not report revenues in column (c) for a type of property for which column (a) is checked, describe in Part II		

Part II

Supplemental Information. Complete this part to provide the information required by Part I, lines 30b, 32b, and 33. Also complete this part for any additional information.

Identifier	Return Reference	Explanation
I	32b	American Diabetes Association contracts with Automotive Recovery Services, Inc 13085 Hamilton Crossing, Suite 500, Carmel IN, 46032, to advertise for donation of vehicles, receive and sell/dispose of the donated vehicles on behalf of the American Diabetes Association

Schedule M (Form 990) 2011

SCHEDULE O
(Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

Supplemental Information to Form 990 or 990-EZ

**Complete to provide information for responses to specific questions on
Form 990 or to provide any additional information.**
▶ **Attach to Form 990 or 990-EZ.**

OMB No 1545-0047

2011

**Open to Public
Inspection**

Name of the organization
American Diabetes Association

Employer identification number

13-1623888

Identifier	Return Reference	Explanation
Form 990 Part III	4	<p>Together we Can Change the Future of Diabetes Our mission, to prevent and cure diabetes and to improve the lives of all people affected by diabetes, can be seen in everything we do Diabetes is a growing epidemic that is taking a physical, emotional and financial toll on our country In 2007, the total annual economic cost of diabetes in medical expenditures and lost productivity was estimated to be 174 billion Factoring in the additional costs of undiagnosed diabetes, prediabetes and gestational diabetes brings the total cost to 218 billion Recent estimates project that as many as 1 in 3 American adults will have diabetes by 2050 if present trends continue In the United States, nearly 26 million people are living with diabetes and another 79 million have prediabetes and are at risk of developing the disease For all of those individuals, their families and health care professionals, the American Diabetes Association works tirelessly every day to provide valuable programs and lifesaving resources, while moving us closer to a cure A vision of life free of diabetes and all its burdens guides all of our work Our Programs and activities touch the lives of people all over the world the promising researcher on the verge of finding a cure, the health care professional seeking the latest standards of care for patients, and the parent of a newly diagnosed child in need of support Our commitment is unwavering and our impact is far-reaching Research Commitment to a Cure We envision a world where research leads the way to putting an end to diabetes Our funding creates a strong pipeline of innovative diabetes investigators who are dedicated to uncovering new ideas in diabetes research, translating discoveries into improved treatments and leading us toward an eventual cure for diabetes Our commitment has contributed to hundreds of scientific accomplishments that help people with diabetes lead healthier, more productive lives, including drugs to control the disease like newer forms of insulin and new diabetes management technologies, including insulin pumps and handheld blood glucose meters The American Diabetes Association Research Foundation allocated 100 of its funds to support scientific investigators around the country who are engaging in research aimed at preventing, treating, and curing diabetes In 2011, the American Diabetes Association and its Research Foundation made 33.6 million available for diabetes research The Association supported more than 400 research projects at 139 leading research institutions in the United States Over the years, through our continuing commitment to research, the American Diabetes Association has invested more than 600 million in diabetes research and provided funding for nearly 4,000 research projects The primary goals of the Associations Research Program are 1 Support the highest quality science across the broad spectrum of diabetes research 2 Support investigators early in their careers to encourage them to dedicate their efforts to diabetes research, and 3 Support innovative research with a high potential to have a significant impact for patients with diabetes</p>

Identifier	Return Reference	Explanation
Form 990 Part III	4 Continued	<p>Types of Research Awards</p> <p>The American Diabetes Association Research Program supports basic and clinical/translational diabetes research aimed at preventing, treating and curing the disease. The diabetes research projects we support cover the spectrum from islet cell biology and transplantation techniques, to education and behavioral issues. Our core program offers investigator-initiated funding for basic science and clinical/translational research awards. Believing in the drive and potential of young and promising researchers, we also offer training awards to support scientists interested in diabetes research at various stages through their careers -- from medical school through assistant professorship. In fact, 97 of researchers supported by the Association continue their careers in diabetes research. The Career Development and Junior Faculty awards, for example, provide young scientists the salary and research support necessary to establish a track record of success that will allow them to receive increased funding opportunities from the National Institutes of Health (NIH). Our mentor-based training awards match clinical students and recent doctoral candidates with outstanding senior scientists to help them strive towards careers in research. The Association's Research Program provides general grant support to both new and established investigators, specialized grants assisting clinical and innovative researchers, and opportunities for investigators as they advance their careers and the field of diabetes research and care.</p> <p>Headlines from projects supported by the American Diabetes Association Research Program in 2011 included-</p> <ul style="list-style-type: none"> - Sugar-Sweetened Beverages Increase Risk of Type 2 Diabetes and Metabolic Syndrome, January 2011- - Sperm Stem Cells Hold Promise for Type 1 Diabetes Treatment, February 2011 - - Software Accurately Predicts Optimization of Type 1 Diabetes Treatment, March 2011- - Insulin Signaling in the Brain Controls Fat Metabolism, April 2011- - Changes in Amino Acid Levels Following Gastric Bypass May Improve Diabetes, May 2011- - Intensive Problem-Solving Training Improves Diabetes Self-Management in Low-Income Patients, June 2011- - Evaluating the Risk of Eating Disorders in Teenagers with Type 1 Diabetes, July 2011- - Effects of bariatric surgery in patients with diabetes, July 2011- - Bone Marrow Stem Cells Hold Promise for Treating Diabetes-related Foot Complications, September 2011- - Saturated vs Unsaturated: Why Some Fats are Healthier Than Others, October 2011 - - Estrogen in the Brain Prevents Obesity in Women, November 2011- <p>Minority Undergraduate Internship (MUI) funds the training of an underrepresented minority undergraduate student, January 2006 to present.</p> <p>Promotion of Scientific Medical Research</p> <p>Scientific Session</p> <p>Scientific Sessions -- the world largest scientific and medical meeting focused on diabetes and its complications -- exemplifies the American Diabetes Association's leading role in the diabetes landscape, while functioning as an important platform for driving diabetes awareness. The Association's 71st Scientific Sessions was held in San Diego in June 2011 and brought together more than 16,000 scientists, health care professionals, and other members of the diabetes community from around the world. Scientific Sessions also generated 7.2 billion media impressions -- the number of people who may have seen, heard, read, or otherwise noticed media coverage worldwide. Throughout the five days of the meeting, there were more than 3,000 educational presentations that included lectures, debates, case discussions, and original research in oral and poster sessions. In addition, more than 175 companies showcased their latest products and services in the Exhibit Hall. The American Diabetes Association Scientific Sessions continues to be the premier global meeting presenting the most up-to-date information on the research and best clinical practice strategies of the prevention, treatment, and management of the disease.</p>

Identifier	Return Reference	Explanation
Form 990 Part III	4 Continued	<p>Advocacy Fighting For Your Future on the Front lines The American Diabetes Association is an active advocate for everyone affected by diabetes From Capitol Hill to statehouses around the country, we work tirelessly to promote laws and policies that meet the needs of people who have, or are at risk for, diabetes We are leading the charge at both the federal and state levels calling for increased funding for vital research and prevention programs and improving access to affordable, quality health care And our advocacy work does not end there The Association has trained advocates around the country who represent those with diabetes who need a raised voice to protect their rights at school, work and elsewhere in their lives A growing volunteer network of more than 700 attorneys, 300 healthcare professionals and 100 advanced school advocates help thousands facing discrimination because of their diabetes Our efforts have resulted in regulatory change in nearly 25 states that protect our constituent rights The Association is there in school meetings, in court, at the statehouse fighting for someone with diabetes who has been placed at risk In 2011, the Association advocacy work resulted in a significant number of victories The Association celebrated its first full year of the Advocates in Action initiative, which continues to build capacity in local communities across the nation to engage people affected by diabetes in advocacy efforts Both new and seasoned Diabetes Advocates were encouraged to get involved via a calendar of advocacy activities including efforts to keep kids safe at school, recess meetings with Members of Congress, submitting letters to editors and speaking to local community groups In March 2011, more than 200 Diabetes Advocates descended on Capitol Hill for the Association biannual Call to Congress Stop Diabetes In addition to more than 250 meetings with Members of Congress and their staff to talk about funding for diabetes research and programs and to seek additional members of the Congressional Diabetes Caucuses, the Association was featured in a press event on the Affordable Care Act's impact on people with chronic diseases Attendees also participated in training and planning sessions as part of their pledge to continue as advocacy leaders in their local communities The Association raised its presence in Washington, DC through six Congressional briefings on issues ranging from diabetes research to launching our gestational diabetes bill testimony by the Association Chair of the Board before the Senate Health Education Labor and Pensions Committee on primary prevention and the thousands of Advocates who made their voices heard through online action alerts and Call to Congress days A Presidential Proclamation was issued during American Diabetes Month followed by a resolution in the Senate and public service announcements recorded by more than 30 Members of Congress The Association tirelessly efforts to protect the Affordable Care Act and to ensure that it is implemented in ways that best meet the needs of those with, and at risk for, diabetes included more than 30 letters and formal comments to Congress and the Administration as well as numerous briefings and meetings with high level officials Among the Association successes are inroads in funding the National Diabetes Prevention Program through Medicaid and Medicare, and a Congressional recommendation of 10 million in funding free screening for gestational diabetes in all pregnant women between 24 and 28 weeks of gestation and at the first prenatal visit for pregnant women identified to be at high risk for diabetes The Association continued its leadership role in promoting equal employment opportunity for people with diabetes Culminating years of effort, new federal regulations contain strong provisions solidifying that people with diabetes are protected from discrimination And, under the leadership of President of Medicine Science, the Association collaborated with the State Department to develop medical clearance standards for Foreign Service officers with insulin treated diabetes ending a blanket ban and providing a model for other federal agencies The Safe at School Campaign continued to protect the health and educational opportunities of children with diabetes across the country Trained volunteers conducted more than 200 workshops for parents and school personnel The Association lawsuit regarding access to insulin was briefed in the California Supreme Court with an impressive list of federal and state agencies, diabetes experts, school and civil rights advocates filing briefs in support of the Association position that trained school personnel should be allowed to help students with diabetes The Association continued its opposition to the growing practice of school districts segregating students with diabetes in special schools to receive diabetes care, buoyed by support from the federal Departments of Justice and Education and</p>

Identifier	Return Reference	Explanation
Form 990 Part III	4 Continued	d a Florida administrative law judges determination the practice constitutes unlawful discrimination A more aggressive marketing and communications platform around the Association school efforts included a radio press tour aired by more than 2,000 radio stations and network affiliates, reaching an estimated 5 million listeners a news release published by more than 700 media outlets and increased visibility throughout the Association print, direct mail, online and social media outlets A new position statement on diabetes and driving was created to provide critical guidance to state driver licensing agencies on appropriately assessing the fitness of drivers with diabetes, combating state policies that vary wildly and are sometimes unfair As one example of numerous successful efforts to prevent reductions in insurance benefits at the state level, Washington State was poised to severely restrict the access to glucose monitoring for children covered by state plans an action that was watched around the country until a sustained advocacy effort resulted in an expansion of access for these vulnerable children

Identifier	Return Reference	Explanation
Form 990 Part III	4 Continued	<p>Public Awareness and Support Impacting Our Communities In 2011, approximately 19 million Americans aged 20 years or older heard the words you have diabetes. While nearly 26 million Americans have diabetes, 83 percent of the U.S. population, unfortunately, 7 million of those are unaware they have this life-threatening, chronic disease. Yet, early diagnosis is critical to successful treatment and delaying or preventing some of its complications such as heart disease, stroke, blindness, kidney disease, amputation and death. As diabetes has reached epidemic proportions, the Association is leading the call to all Americans to ensure that the general public has a full understanding that diabetes is not merely a condition, but a disease with deadly consequences. To increase the public awareness of diabetes, the American Diabetes Association reaches out to people affected by diabetes and their families and caregivers, at-risk populations, health care professionals and the general public via targeted public awareness efforts and educational programs. The American Diabetes Association takes every opportunity to integrate critical public awareness messages into virtually every program and fundraising activity we do. Each of the 39.5 million pieces of direct mail that the Association sent out in 2011 contained an important, health-oriented call to action, including take the diabetes risk test, see a health care professional or learn more about preventing diabetes and its complications. All of the Association's special event activities and community-based outreach events incorporate those same messages and calls to action.</p> <p>Stop Diabetes Stop Diabetes is the movement to end the devastating toll that diabetes takes on the lives of millions of individuals and families across the United States. Launched in November 2009, Stop Diabetes is the largest coordinated public awareness effort ever launched by the American Diabetes Association. It aims to inspire and mobilize the general public, volunteers, donors, corporations, and the scientific and medical communities to rally around our cause. Stop Diabetes is threaded through every campaign, program and activity offered by the Association as the visual personification of our mission and the reason for all of our efforts. The main goals of the Stop Diabetes movement are to educate the general public about the devastating physical, emotional and financial toll diabetes wreaks every hour, every day, every year on tens of millions of American children and adults; ignite a sense of urgency about diabetes and its deadly consequences and inspire individuals, families, communities, corporations and health care providers to get involved and join the movement to change the future of diabetes. Stop Diabetes provides millions with the opportunity to get involved and help raise awareness, promote healthy living, and raise money to fund educational outreach, advocacy efforts and critical research that will ultimately stop diabetes, once and for all. In 2011, two cornerstone events of the Stop Diabetes movement helped raise awareness and inspire individuals, communities and corporations across the country to join the cause.</p>

Identifier	Return Reference	Explanation
Form 990 Part III	4 Continued	<p>American Diabetes Association Alert DayrAmerican Diabetes Association Alert Day is an annual one day ,wake up, call to inform the American public about type 2 diabetes risk factors and the importance of understanding your personal risk for this disease Observed on the fourth Tuesday of every March, Diabetes Alert Day leverages multiple media channels and community based outreach events to encourages Americans to take the Diabetes Risk Test either on line, in-person, or by calling 1 800 DIABETES The 23rd American Diabetes Association Alert Day took place on March 22, 2011 Overall, our online efforts generated more than 215,000 page views and our social media efforts generated more than 12 million impressions In addition, our national and local media coverage generated more than 306 million impressions More than 600,000 diabetes risk tests were distributed in concert with these efforts American Diabetes MonthrObserved each November, American Diabetes Month ADM incorporates local and national activities that focus on people with diabetes and all those affected by diabetes to raise awareness about the disease as well as its potentially life threatening complications During ADM in November 2011, the Association utilized a Facebook focused campaign to ask Americans to Raise Their Hand to Stop Diabetesr by taking a pledge and sharing messages with friends and family Through various high impact promotional activities, the Association gained thousands of additional supporters for its Stop Diabetes movement while helping people nationwide understand the urgency of the Association mission Total outreach was tallied at more than 380 million impressions, which included national, and local media coverage, social media efforts, Association promotional channels and collaborative efforts American Diabetes Association EXPOFor decades, the American Diabetes Association has been reaching those living with diabetes, those at risk and those unaware they are affected by diabetes by building relationships in communities around the country The Association EXPO is the nation premier diabetes education and awareness initiative We bring together concerned audiences and leading brands to promote awareness, highlight the latest in diabetes products and services and provide countless opportunities for individuals to engage with Association activities and educational content In 2011, more than 60,000 people attended American Diabetes Association EXPO around the country to learn how to live healthy, be active and change the future of diabetes for themselves and their families Of those, more than 28,390 people participated in health screenings In addition, more than 2,660 volunteers worked together to support EXPO in 11 markets Living With Type 2 Diabetes ProgramEach year, 1.9 million Americans are diagnosed with diabetes, the majority of those with type 2 diabetes In 2011, the American Diabetes Association made it a priority to serve those newly diagnosed with type 2 diabetes by launching its newly diagnosed patient initiative, Living With Type 2 Diabetes, in April With funding from Walmart Foundation, Splenda, Boehringer Ingelheim, Lilly, BrightSky, and Kraft Foods, this program offers primary care providers a free resource to give to their patients at diagnosis, while providing a year worth of support to those newly diagnosed with type 2 diabetes via a series of digital or print information packets in either English or Spanish to help them navigate their first year with the disease In 2011, the Association received more than 7,000 orders from primary care providers and disseminated more than 360,000 copies of the initial booklet, Where do I Begin As of December 2011, more than 62,200 people were enrolled in the Living With Type 2 Diabetes program</p>

Identifier	Return Reference	Explanation
Form 990 Part III	4 Continued	<p>Reaching High Risk Populations Certain populations are disproportionately affected by diabetes, including African Americans, Latinos, Native Americans, Asian Americans, Native Hawaiians and Pacific Islanders, women, and older adults To help curb this inequity, the Association has put targeted community based programs in place and works closely with civic, social, faith based and health care representatives within these communities The Association also frequently partners with other community and health organizations, such as the National Diabetes Education Program NDEP, and hosts an annual Disparities Partnership Forum that focuses on type 2 diabetes and comorbidities in high risk populations We work locally to raise awareness and provide free educational resources that empower people to take control of their health Our community and faith based programs and workshops give individuals, families, schools, and communities critical guidance and culturally competent tools and resources to help those affected by diabetes take control and make healthful lifestyle choices Our programs help foster lifetime relationships, positive attitudes and behaviors needed to prevent and manage diabetes Across the country, the Association offers targeted programs helping tens of thousands each year</p> <p>Latino Hispanic, The rates of diabetes in the Latino community are almost double those of non Hispanic whites Through our Por Tu Familia program, targeting primarily Latino Hispanic populations, the Association provides high impact education to the Latino community in English and Spanish about the seriousness of diabetes and the importance of regular exercise and healthy eating Given the diversity within the Latino community, Por Tu Familia employs a multifaceted approach, adaptable to a variety of community settings Our outreach activities include workshops such as including Health and Flavor in the Latino Kitchen Salud y sabor en la cocina latina, a nutrition workshop, With All My Heart De todo corazon, a cardiovascular health workshop and Everybody Dance for Your Health Todos a bailar para su saludr, a physical activity workshop, as well as Feria de salud por tu familia, a street health fair that brings together thousands of community members interested in learning more about diabetes and diabetes management Latino Initiatives Por tu Familia reached out to more than 13,000 participants through Conferencias and Ferias in 2011 The Associations Spanish-version Facebook page, which launched in January 2011, generated more than 16,000 daily page views, nearly 7,000 unique users and 2,000 Likes The latest Facebook tabs on Viviendo con diabetes tipo 2 Living With Type 2 Diabetes and 7 Pilares para el control de la diabetes 7 Pillars to control your diabetes generated 4,290 and 3,611 views respectively during its early live hours This tool has been made possible due to the generous support of a Medtronics grant The Spanish version of MyFoodAdvisor continued to expand as well adding 47 new recipes</p> <p>African American The Association Live Empowered program aims to increase awareness of the higher rates of diabetes among African Americans According to the Center for Disease Control and prevention CDC, 4.9 million or 18.7 percent of non Hispanic blacks in the U.S. aged 20 years or older have diabetes Live Empowered deepens the impact of diabetes education delivered to this audience about the seriousness of diabetes and its complications by teaching the importance of making healthy lifestyle choices and educating those with or at risk for developing diabetes about prevention and management Community and faith based educational programs and workshops such as I Decide to Stop Diabetes Day at Church and Project POWER are important components of the Association Live Empowered initiative One of its major campaigns, ID Day, experienced another successful year reaching more than 600,000 people in 1,083 churches in one month Celebrities David and Tamela Mann from the TBS hit show Tyler Perry Meet the Browns served as the Association ID Day spokespersons for the second year Additional 2011 highlights included the African-American Initiatives, Governmental Affairs and the Womens Workgroup WomenSymposium hosted during the Congressional Black Caucus The events stellar panelists spoke with more than 200 attendees during this conference Overall, African American Initiatives Live EMPOWERED reached more than 1 million people in 2011</p> <p>Native American, At a rate of nearly 17 percent, American Indians and Alaska Natives have the highest age-adjusted prevalence of diabetes among all U.S. racial and ethnic groups, where diabetes is four to eight times more common than in the general population Awakening the Spirit encourages Native Americans to combat diabetes by making healthy food choices and becoming more physically active Nationally and locally, Native American communities connect through Awakening the Spirit to encourage Congress to continue</p>

Identifier	Return Reference	Explanation
Form 990 Part III	4 Continued	e funding diabetes education programs in tribal communities For example, the program was instrumental in advocating for the reauthorization of the Special Diabetes Program for Indians SDPI The Association partnered with the National Council of Asian Pacific Islander Physicians, which organized a symposium, Diabetes in Asian Americans, Native Hawaiians and Pacific Islanders A Call to Action As a result, a coalition has been launched to focus on the impact of diabetes in these disparately impacted communities

Identifier	Return Reference	Explanation
Form 990 Part III	4 Continued	<p>Youth and Diabetes Family Link Children affected by diabetes and their families have unique needs. When children are initially diagnosed, it can be a difficult and confusing time for parents and other family members. The Association connects with families affected by diabetes via various Family Link program components, including- Family Link Parent Mentors- Everyday Wisdom Kit- Social and Educational Events in Local Communities- Family Link Web Community- Planet D Web Community- Family Link E-news- Safe at School- American Diabetes Association Diabetes Camp- Classroom Lessons Family Link Parent Mentors. As a part of our Family Link activities, nearly 50 offices around the country offer parents who serve as mentors, connecting families and services that last from six months through one year after a child is initially diagnosed with diabetes. Launched in 2011, a new online recruitment and training system for Parent to Parent Mentors will enable the Association to expand its community outreach efforts and provide information and emotional support to more newly diagnosed families. Everyday Wisdom The Everyday Wisdom Kit is a tool designed to help families of children with type 1 diabetes live with diabetes everyday, helping families plan for everyday moments and events such as birthday parties, playing sports and getting behind the wheel. The Kit comes in a reusable lunch bag and includes guides for the child with diabetes, parents and siblings, as well as a number of fun, interactive tools to keep the whole family engaged. The Everyday Wisdom kit continued to be in high demand with more than 10,300 kits distributed in 2011. This represents a 6 percent increase in kit delivery over 2010, due to the number of doctors offices, children hospitals and schools distributing order forms to families of type 1 children and many giving kits directly to families after diagnosis.</p>

Identifier	Return Reference	Explanation
Form 990 Part III	4 Continued	<p>American Diabetes Association Diabetes Camp And each summer, thousands of children have the opportunity to spend a week or two at diabetes camp, meeting other children with diabetes, sharing their experiences, challenges, hopes and dreams at one of the 53 weeks of camp the Association offered in 40 locations in 25 states or at one of the camps offered by other organizations that met the Association high standards of care. Camps offered by the American Diabetes Association serve up to 6,500 children and teens. The Association awarded almost 450,000 in camperships last year for children to attend either an American Diabetes Association Diabetes Camp or a diabetes camp that meets our strict standards where the Association does not offer a camp program. The average camp fee was subsidized at 50% of the true cost of Diabetes Camp for all families. Grants to the Association supported 388,000 of these camperships. Also in 2011, a Stop Diabetes message campaign specific to families with children who have type 1 diabetes Stop Ignorance, Stop Discrimination, Stop Complications, Stop Diabetes was continued in 2011. Families joined the movement at national conferences as well as at Camps and Family Link activities. Indy 500 driver Charlie Kimball and NASCAR Camping Truck driver Miguel Paludo joined campers in placing their messages on stopdiabetes.com. Initiatives to recruit family teams for Step Out Walk to Stop Diabetes through Camp and Family Link resulted in 9,300 family teams who raised 5.3 million.</p>

Identifier	Return Reference	Explanation
Form 990 Part III	4 Continued	<p>InformationSetting the StandardKnowledge is critically important in the fight against diabetes. As the leading voice in the diabetes community, the American Diabetes Association is committed to providing all people affected by diabetes, the health care professionals who work on their behalf, as well as the general public with credible, up-to-date diabetes-related information, tools and resources. We focus our efforts on:</p> <ol style="list-style-type: none"> 1 Raising the awareness of diabetes as a serious disease 2 Addressing the epidemic of diabetes through prevention, information and education initiatives <p>For more than twenty years, our evidence based clinical practice recommendations have served as the basis for diabetes health care and education, used by health care professionals, insurance companies and quality assurance organizations. We design and provide quality education for health care professionals to ensure that people living with diabetes receive the best care. Our accredited programs incorporate the latest in science and the best treatment options available. This not only helps here at home, but also in developed and emerging countries where diabetes care is often lacking. The Education Recognition Program serves more than 10,000 diabetes educators at roughly 3,500 recognized sites, giving them the tools and resources to support their efforts in providing quality self-management education to more than 500,000 patients and their family members each year. The American Diabetes Association has collaborated with the International Diabetes Federation for more than 25 years, providing people in every corner of the world who are living with diabetes access to programs and resources they need to be healthy.</p> <p>Health Care ProfessionalsIn January, the Association issued Standards of Medical Care in Diabetes--2011, the worlds leading guidelines for the management of diabetes. The new guidelines include updated diagnostic criteria for gestational diabetes, based on evidence that many more pregnancies would benefit from medical management of glucose levels during pregnancy. The Standards of Medical Care also includes updates of all areas of diabetes management including blood pressure control, treatment of kidney disease, and management of diabetes in children. Most people with diabetes receive their diabetes care from primary care physicians, nurse practitioners, physician assistants, and other health professionals. In 2011, the Association created a new Primary Care Advisory Group aimed at increasing the Associations reach to these providers. The Association has increased its offering of both patient and professional education opportunities for primary care practitioners, and in 2011 began plans for a new professional membership opportunity focused on materials for primary care. New education opportunities in 2011 include free online continuing education courses and other professional education materials on the Associations DiabetesPro website, and new and updated patient education materials in print and online for professionals to distribute to patients.</p>

Identifier	Return Reference	Explanation
Form 990 Part III	4 Continued	<p>Professional Education The primary goal of the American Diabetes Association professional education program is to affect the quality of treatment and improve patient outcomes for people with diabetes by providing quality education for those health care professionals who provide their care. The Association conducts professional education activities directed toward enhancing knowledge, competence, advancing skills, and apprising health care professionals of the latest developments in diabetes research and clinical practice. In 2011, the American Diabetes Association reached more than 25,000 health care professionals with its live, print, electronic and performance improvement education activities. Activities include, but are not limited to, the annual Scientific Sessions and Postgraduate Course, regional meetings, research symposia, workshops, enduring materials, and performance improvement programs. Optimal care for people with diabetes requires a team approach to treatment and management and the activities are developed to target all members of the diabetes management team. The American Diabetes Association has been accredited to provide continuing education for health care professionals for more than 25 years and is accredited by several medical accrediting boards. It is the Association policy to ensure balance, independence, objectivity, and scientific rigor in all of its educational activities and to ensure that all programs are in full compliance with each of the accrediting board guidelines.</p> <p>Education Recognition Program Designed to ensure and promote quality education for people with diabetes, the American Diabetes Association's Education Recognition Program (ERP) began in 1986 with 35 recognized diabetes education programs. The Association ERP, in collaboration with University of Pittsburgh Medical Center, introduced Chronicle Diabetes, an electronic record for documenting diabetes care and education to its approximately 3,500 program sites in 2011. Since the tool was launched in June 2011, about 10 percent of active sites have signed on to use it, with approximately 2,000 educators documenting in the system and 17,367 patient education records created in the system. This provides the American Diabetes Association a new opportunity to analyze, aggregate and publish data regarding trends in diabetes education.</p> <p>A Wealth of Knowledge Whether its diet and nutrition advice for someone recently diagnosed, or information on diabetes management at school for the parent of a child, the American Diabetes Association offers guidance and answers. From a toll-free, bi-lingual national call center to an award-winning magazine that tackles the latest news and offers stories of hope, as well as a comprehensive website, we are leading the way in diabetes information.</p>

Identifier	Return Reference	Explanation
Form 990 Part III	4 Continued	<p>Center for Information and Community Support American Diabetes Association representatives at the Center for Information and Community Support 1 800 DIABETES are our constituents personal guides to information on diabetes, as well as Association programs and events Each year, more than 300,000 individuals reach out to our bi lingual call center seeking support, guidance and information Our trained representatives send out nearly 100,000 information packets annually, hold roughly 800 online chat sessions each month, and respond to more than 1,000 phone and email inquiries each day In 2011, more than 20,000 people contacted the center via phone and email each month w ith questions and concerns, or to seek support or direction regarding diabetes and diabetes management The Center is a beacon of hope for many w ho might otherw ise go w ithout critical help and information Websites, www diabetes org, www stopdiabetes com and professional diabetes orgThe American Diabetes Association award winning website, www diabetes org, is widely regarded as the most informative and credible diabetes and nutrition resource on the Internet Consumers, health care professionals and scientists can get the information they need In 2011, diabetes org had more than 25 1 million visits and more than 17 9 million visitors Visits increased by more than 4 million, w hile visitors increased by 2 million from 2010 In 2011, the Association launched a mobile version of diabetes org in response to its constituents rapidly growing demand for obtaining diabetes related new s and information via w eb enabled mobile devices It features a streamlined design, w hile providing quick access to some of the Association most popular and useful w eb content and features For the general consumer, diabetes org provides a host of interactive tools such as MyHealthAdvisor, w hich calculates a person risk for type 2 diabetes, heart disease and stroke, MyFoodAdvisor, designed to help people make healthy food choices , Planet D, an interactive site for children and teens w ith type 1 diabetes as w ell as Ask the Pharmacist, the Diabetes Risk Test, and the very popular message boards Offering new s and information that cover the full spectrum of living w ell w ith diabetes from newly diagnosed to ongoing diabetes management -- diabetes org is the place to go to learn about staying healthy and thriving The Association also launched tw o new microsites w ithin diabetes org Living w ith Type 2 Diabetes and MyFoodAdvisor, Recipes for Healthy Living - Living w ith Type 2 Diabetes provides people w ho are newly diagnosed w ith type 2 diabetes a series of information packets tohelp them navigate their first year w ith the disease Betw een April and December 2011, more than 62,200 people registered for Living w ith Type 2 Diabetes - MyFoodAdvisor Recipes for Healthy Living, w hich launched in October 2011, is a free interactive nutrition resource geared tow ard people w ith and at risk for diabetes, their families and caretakers, those w ho w ant to eat healthy as w ell as health care professionals More than 30,000 people signed up for this resource in the first three months of the program For health care professionals and scientists, DiabetesPro at www professional diabetes org provides the latest resources in diabetes care and research DiabetesPro is the most advanced professional education w ebsite in any branch of medicine, giving those w ho have placed diabetes in the center of their careers the opportunity to stay informed and take advantage of various resources and educational offerings Featured content includes diabetes meetings and continuing education opportunities, new s, clinical practice recommendations, webcasts and podcasts, journals and books, research grants, recognition programs and professional section interest groups Stopdiabetes com, the online hub of the American Diabetes Association Stop Diabetes movement, w as essential in w elcoming and connecting people nationw ide to the movement in 2011 The site reflects the Association call to Share, Act, Learn and Give through the stories and voices of those affected by diabetes and offers various avenues for people to get involved in the fight to stop diabetes Throughout the year, stopdiabetes com received more than 452,000 visits and users generated more than 573,000 page view s The Association also exceeded its 2011 unique email goal by collecting more than 200,000 emails via stopdiabetes com</p>

Identifier	Return Reference	Explanation
Form 990 Part III	4 Continued	<p>PublicationsThe American Diabetes Association is the leading authority in creating and publishing the world most respected consumer magazine, books, and professional journals about diabetes. The Association Publications group converted nearly its entire professional and consumer titles to eBook format in 2011, thereby making them more accessible to the public. This electronic format is especially important to international health care professionals who now can more quickly and easily reference the latest in diabetes standards of care. The Association consumer publications achieve a broad reach through both a monthly healthy living magazine and a full range of consumer books. The award-winning Diabetes Forecast magazine provides the best information on diabetes research, treatment and practical tips for day to day coping. In 2011, each monthly issue of Diabetes Forecast had an audited circulation of more than 477,000 with a pass along readership of 4 million people. Several American Diabetes Association book titles received national or international recognition. The American Diabetes Association Diabetes Comfort Food Cookbook was awarded the Gourmand Award for best health and nutrition title in the USA. The Mediterranean Diabetes Cookbook won the 2011 Nautilus Silver book award for cooking and healthy eating. Celebrating Healthit takes a lot to overcome the obstacle of living with diabetes. It takes courage, determination and the boost that recognition can bring. Red Riders and Red Striders are exactly the type of people who exemplify those qualities and deserve attention. They are people living with diabetes who take part in our signature fundraising events. They embrace our mission, share our vision and are a driving force in the movement to Stop Diabetes. In 2011, our signature fundraising walk, Step Out Walk to Stop Diabetes held 132 walks nationwide and raised nearly 20 million for diabetes. Red Striders who participate in the walk are identified by a Red Strider hat to recognize their achievements and are celebrated for their determination and commitment every step of the way. The Tour de Cure is a family cycling event with bike routes designed for everyone to participate. Red Riders are recognized by a special jersey that is worn with pride. In 2011, there were 80 Tours across the country, with more than 50,000 participants, that raised more than 19 million to Stop Diabetes. Our Father of the Year events shine a spotlight on outstanding fathers each year. Chosen for their ability to balance family commitments, work in the community and achieve success in the business world, these individuals are truly deserving of their honor and recognition. This special, annual fundraising event helped to raise roughly 3 million in 2011. Together, we can Stop Diabetes in every way. The immense toll of diabetes its frightening cost in security, dollars and lives - is no longer a national secret. More and more Americans have stepped forward to lend their voices, passion, money and time to stop this devastating disease. The tide is turning, and we know in our hearts that one day, diabetes will be powerless. Never again will it burden our families and friends, our schools and workplaces. There will be no more anguish, no more fear, no more discrimination-because there will be no more diabetes. Diabetes is a disease with deadly consequences - learn more at diabetes.org and stopdiabetes.com</p>

Identifier	Return Reference	Explanation
Form 990 Part VI	11	IRS Review process by the Governing Body The American Diabetes Associations Board of Directors assigns the Audit Committee the oversight responsibility of the IRS Form 990 and its supplemental schedules prior to completion After review by management and KPMG, the final and signed 990 was provided to the Associations Board of Directors prior to filing with the IRS

Identifier	Return Reference	Explanation
Form 990 Part VI	12c	<p>Managing a Conflict of Interest To identify potential conflicts of interest with appropriate due diligence, Officers, Directors, members of select Board appointed committees and their related subcommittees, journal/periodical editors, and senior staff of the Association and its subsidiaries must annually disclose any potential conflicts of interest. The American Diabetes Association's Audit Committee and senior staff in Legal Affairs manage the disclosure and monitoring processes. Through review of the annual disclosures and review of the agendas of relevant Board, Committee and other meetings, appropriate efforts are made in advance of the meetings to identify potential conflicts of interest. Each person also has the responsibility to report his/her own conflicts of interest actual or perceived as those conflicts may arise during a meeting. Based on the situation, senior volunteers and staff presiding over the discussion are responsible to ensure appropriate action is taken for the individual to publicly disclose the conflict, for the individual to recuse him or herself from the discussion, vote or room as appropriate and to ensure the disclosure and action is documented in the minutes of the meeting.</p>

Identifier	Return Reference	Explanation
Form 990 Part VI	15a	<p>Compensation Process Annually, the American Diabetes Associations Principal Officers Chair of the Board President, Medicine Science President, Health Care Education and Secretary/Treasurer are responsible for establishing executive compensation consistent with the guidelines approved by the Compensation Committee. The Principal Officers of the Association use a Compensation Committee, compensation studies and an independent consultant to establish the compensation of the Chief Executive Officer and other key employees. The Chief Executive Officer is responsible for the individual performance evaluations of staff officers and key employees, and establishes total compensation for key employees subject to the guidelines established by the Executive Compensation Committee.</p>

Identifier	Return Reference	Explanation
Form 990 Part VI	15b	<p>The Executive Compensation Committee develops guidelines for the key employee executive positions listed below following the process described in the IRS intermediate sanctions rules when determining compensation. Specifically, the Committee is composed entirely of non-employee volunteer leaders who have no familial, business or significant personal relationships with the American Diabetes Association or its executives.</p> <p>2 Assesses the short-term and long-term contribution and performance of CEO and other senior executive employees in meeting objectives focused on the Association mission success.</p> <p>3 Engages an independent compensation consulting firm to compile appropriate comparability data including compensation market information for peers with whom the American Diabetes Association competes for executive talent.</p> <p>4 The Committee reviews this data in detail for all elements of each executive total compensation, including but not limited to base salary, bonuses, perquisites, fringe benefits, and incentive and deferred compensation arrangements. Upon the executive hire, and at each point in time thereafter at which a new or revised compensation arrangement is under consideration with respect to the executive, the Committee meets before the arrangement is implemented to evaluate the reasonableness of the arrangement by comparing both the arrangement itself and the executives entire compensation package to compensation packages paid by similarly situated organizations for functionally comparable positions.</p> <p>5 Documents, concurrently with its determination, the basis for its determination in the minutes of its meeting. These minutes are reviewed, revised if necessary and approved at the following meeting of the Executive Compensation Committee. The process described above was used to establish compensation for the following positions, Chief Executive Officer, Chief Field Development Officer, Chief Financial Officer, Chief Medical Officer, Chief Revenue Office, Executive Vice President of Government Affairs Advocacy, Senior Vice President and Chief Technology Officer, Senior Vice President of Human Resources, Senior Vice President of Marketing Communications. The total compensation of executives at the American Diabetes Association is specifically designed to attract and retain the highest qualified executive talent to fulfill the critically important mission to prevent and cure diabetes and to improve the lives of all people affected by diabetes.</p>

Identifier	Return Reference	Explanation
Form 990 Part VI	17	Filing Jurisdiction Alabama, Alaska, Arizona, Arkansas, California, Colorado, Connecticut, District of Columbia, Florida, Georgia, Hawaii, Illinois, Indiana, Kansas, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, New Hampshire, New Jersey, New Mexico, New York, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, Tennessee, Utah, Virginia, Washington, West Virginia, Wisconsin

Identifier	Return Reference	Explanation
Form 990 Part VI	19	The following documents are available on the American Diabetes Association website www.diabetes.org http://www.diabetes.org Board of Directors, Audited Consolidated Financial Statements, Latest 990 filed, Whistleblower policy Available subject to request to the American Diabetes Association Legal Affairs department are the following Current Bylaws, Articles of Incorporation, Conflict of Interest Policy

Identifier	Return Reference	Explanation
Form 990 Part VII	1a 13	The Chief Executive Officer of the Association is a non-voting member of the Board of Directors

Identifier	Return Reference	Explanation
Form 990 Part VII	1a 43	Employment term for David Kendall, MD, Chief Scientific Medical Officer ended in July 2011

Identifier	Return Reference	Explanation
Form 990 Part XI	5	Other changes in net assets or fund balances -538,125 is the result of unrealized losses on investments. Net loss from uncollectible pledges -1,037,026. Insurance reimbursement to recover prior year loss of 596,665.

Identifier	Return Reference	Explanation
		<p>Form 990 Part III Line 4 Together we Can Change the Future of Diabetes Our mission, to prevent and cure diabetes and to improve the lives of all people affected by diabetes, can be seen in everything we do. Diabetes is a growing epidemic that is taking a physical, emotional and financial toll on our country. In 2007, the total annual economic cost of diabetes in medical expenditures and lost productivity was estimated to be 174 billion. Factoring in the additional costs of undiagnosed diabetes, prediabetes and gestational diabetes brings the total cost to 218 billion. Recent estimates project that as many as 1 in 3 American adults will have diabetes by 2050 if present trends continue. In the United States, nearly 26 million people are living with diabetes and another 79 million have prediabetes and are at risk of developing the disease. For all of those individuals, their families and health care professionals, the American Diabetes Association works tirelessly every day to provide valuable programs and lifesaving resources, while moving us closer to a cure. A vision of life free of diabetes and all its burdens guides all of our work. Our Programs and activities touch the lives of people all over the world: the promising researcher on the verge of finding a cure, the health care professional seeking the latest standards of care for patients, and the parent of a newly diagnosed child in need of support. Our commitment is unwavering and our impact is far-reaching.</p> <p>Research Commitment to a Cure We envision a world where research leads the way to putting an end to diabetes. Our funding creates a strong pipeline of innovative diabetes investigators who are dedicated to uncovering new ideas in diabetes research, translating discoveries into improved treatments and leading us toward an eventual cure for diabetes. Our commitment has contributed to hundreds of scientific accomplishments.</p> <p>Form 990 Part III Line 4 Continued</p> <p>Types of Research Awards The American Diabetes Association Research Program supports basic and clinical/translational diabetes research aimed at preventing, treating and curing the disease. The diabetes research projects we support cover the spectrum from islet cell biology and transplantation techniques, to education and behavioral issues. Our core program offers investigator-initiated funding for basic science and clinical/translational research awards. Believing in the drive and potential of young and promising researchers, we also offer training awards to support scientists interested in diabetes research at various stages through their careers -- from medical school through assistant professorship. In fact, 97% of researchers supported by the Association continue their careers in diabetes research. The Career Development and Junior Faculty awards, for example, provide young scientists the salary and research support necessary to establish a track record of success that will allow them to receive increased funding opportunities from the National Institutes of Health (NIH). Our mentor-based training awards match clinical students and recent doctoral candidates with outstanding senior scientists to help them strive toward careers in research. The Association's Research Program provides general grant support to both new and established investigators, specialized grants assisting clinical and innovative researchers, and opportunities for investigators as they advance their careers and the field of diabetes research and care.</p> <p>Headlines from projects supported by the American Diabetes Association Research Program in 2011 included:</p> <ul style="list-style-type: none"> Sugar-Sweetened Beverages Increase Risk of Type 2 Diabetes and Metabolic Syndrome, January 2011 Sperm Stem Cells Hold Promise for Type 1 Diabetes Treatment, February 2011 Software Accurately Predicts <p>Form 990 Part III Line 4 Continued</p> <p>Advocacy: Fighting For Your Future on the Front Lines The American Diabetes Association is an active advocate for everyone affected by diabetes. From Capitol Hill to statehouses around the country, we work tirelessly to promote laws and policies that meet the needs of people who have, or are at risk for, diabetes. We are leading the charge at both the federal and state levels, calling for increased funding for vital research and prevention programs and improving access to affordable, quality health care. And our advocacy work does not end there. The Association has trained advocates around the country who represent those with diabetes who need a raised voice to protect their rights at school, work and elsewhere in their lives. A growing volunteer network of more than 700 attorneys, 300 healthcare professionals and 100 advanced school advocates help thousands facing discrimination because of their diabetes. Our efforts have resulted in regulatory change in nearly 25 states that protect our constituent rights. The Association is there in school meetings, in court, at the statehouse fighting for someone with diabetes who has been placed at risk.</p> <p>In 2011</p>

Identifier	Return Reference	Explanation
		<p>, the Association advocacy work resulted in a significant number of victoriesThe Association celebrated its first full year of the Advocates in Action initiative, which continues to build capacity in local communities across the nation to engage people affected by diabetes in advocacy efforts. Both new and seasoned Diabetes Advocates were encouraged to get involved via a calendar of advocacy activities including efforts to keep kids safe at school, recess meetings with Members of Congress, submitting letters to editors and speaking to local community groups. In March 2011, more than 200 Diabetes Advocates descended on Capitol Hill for the Association biannual Call to Congress Stop Diabetes. In Form 990 Part III Line 4 Continued Public Awareness and Support Impacting Our Communities In 2011, approximately 1.9 million Americans aged 20 years or older heard the words you have diabetes. While nearly 26 million Americans have diabetes 8.3 percent of the U.S. population, unfortunately, 7 million of those are unaware they have this life-threatening, chronic disease. Yet, early diagnosis is critical to successful treatment and delaying or preventing some of its complications such as heart disease, stroke, blindness, kidney disease, amputation and death. As diabetes has reached epidemic proportions, the Association is leading the call to all Americans to ensure that the general public has a full understanding that diabetes is not merely a condition, but a disease with deadly consequences. To increase the public awareness of diabetes, the American Diabetes Association reaches out to people affected by diabetes and their families and caregivers, at risk populations, health care professionals and the general public via targeted public awareness efforts and educational programs. The American Diabetes Association takes every opportunity to integrate critical public awareness messages into virtually every program and fundraising activity we do. Each of the 39.5 million pieces of direct mail that the Association sent out in 2011 contained an important, health-oriented call to action, including take the diabetes risk test, see a health care professional or learn more about preventing diabetes and its complications. All of the Association special event activities and community-based outreach events incorporate those same messages and calls to action Stop Diabetes Stop Diabetes is the movement to end the devastating toll that diabetes takes on the lives of millions of individuals and families across the United States. Launched in November 2009, Stop Diabetes Form 990 Part III Line 4 C continued American Diabetes Association Alert Day American Diabetes Association Alert Day is an annual one-day, wake-up, call to inform the American public about type 2 diabetes risk factors and the importance of understanding your personal risk for this disease. Observed on the fourth Tuesday of every March, Diabetes Alert Day leverages multiple media channels and community-based outreach events to encourage Americans to take the Diabetes Risk Test either online, in-person, or by calling 1-800-DIABETES. The 23rd American Diabetes Association Alert Day took place on March 22, 2011. Overall, our online efforts generated more than 215,000 page views and our social media efforts generated more than 12 million impressions. In addition, our national and local media coverage generated more than 306 million impressions. More than 600,000 diabetes risk tests were distributed in concert with these efforts. American Diabetes Month Observed each November, American Diabetes Month ADM incorporates local and national activities that focus on people with diabetes and all those affected by diabetes to raise awareness about the disease as well as its potentially life-threatening complications. During ADM in November 2011, the Association utilized a Facebook focused campaign to ask Americans to Raise Their Hand to Stop Diabetes by taking a pledge and sharing messages with friends and</p>

**SCHEDULE R
(Form 990)**

Related Organizations and Unrelated Partnerships

OMB No 1545-0047

2011

Open to Public Inspection

▶ **Complete if the organization answered "Yes" to Form 990, Part IV, line 33, 34, 35, 36, or 37.**
▶ **Attach to Form 990.** ▶ **See separate instructions.**

Department of the Treasury
Internal Revenue Service

Name of the organization
American Diabetes Association

Employer identification number

13-1623888

Part I Identification of Disregarded Entities (Complete if the organization answered "Yes" on Form 990, Part IV, line 33.)

(a) Name, address, and EIN of disregarded entity	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Total income	(e) End-of-year assets	(f) Direct controlling entity

Part II Identification of Related Tax-Exempt Organizations (Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related tax-exempt organizations during the tax year.)

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Exempt Code section	(e) Public charity status (if section 501(c)(3))	(f) Direct controlling entity	(g) Section 512(b)(13) controlled organization	
						Yes	No
(1) American Diabetes Association Research Foundation Inc 1701 N Beauregard St Alexandria, VA 22311 54-1734511	The objective of the Foundation is to secure major gifts and grants to fund diabetes- related resear	VA	501 c 3	7	American Diabetes Association	Yes	
(2) American Diabetes Association Property Title Holding Corporation 1701 N Beauregard St Alexandria, VA 22311 54-1948004	To hold title to real property, collect the income therefrom, and remit the income to the American D	VA	501 c 2	N/A	American Diabetes Association	Yes	

Part III Identification of Related Organizations Taxable as a Partnership (Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related organizations treated as a partnership during the tax year.)

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Direct controlling entity	(e) Predominant income (related, unrelated, excluded from tax under sections 512-514)	(f) Share of total income	(g) Share of end-of-year assets	(h) Disproportionate allocations?		(i) Code V—UBI amount in box 20 of Schedule K-1 (Form 1065)	(j) General or managing partner?		(k) Percentage ownership
							Yes	No		Yes	No	

Part IV Identification of Related Organizations Taxable as a Corporation or Trust (Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related organizations treated as a corporation or trust during the tax year.)

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Direct controlling entity	(e) Type of entity (C corp, S corp, or trust)	(f) Share of total income	(g) Share of end-of-year assets	(h) Percentage ownership

Part V Transactions With Related Organizations (Complete if the organization answered "Yes" on Form 990, Part IV, line 34, 35, 35A, or 36.)

Note. Complete line 1 if any entity is listed in Parts II, III or IV

1 During the tax year, did the organization engage in any of the following transactions with one or more related organizations listed in Parts II-IV?

- a** Receipt of **(i)** interest **(ii)** annuities **(iii)** royalties **(iv)** rent from a controlled entity
- b** Gift, grant, or capital contribution to related organization(s)
- c** Gift, grant, or capital contribution from related organization(s)
- d** Loans or loan guarantees to or for related organization(s)
- e** Loans or loan guarantees by related organization(s)

- f** Sale of assets to related organization(s)
- g** Purchase of assets from related organization(s)
- h** Exchange of assets with related organization(s)
- i** Lease of facilities, equipment, or other assets to related organization(s)

- j** Lease of facilities, equipment, or other assets from related organization(s)
- k** Performance of services or membership or fundraising solicitations for related organization(s)
- l** Performance of services or membership or fundraising solicitations by related organization(s)
- m** Sharing of facilities, equipment, mailing lists, or other assets with related organization(s)
- n** Sharing of paid employees with related organization(s)

- o** Reimbursement paid to related organization(s) for expenses
- p** Reimbursement paid by related organization(s) for expenses

- q** Other transfer of cash or property to related organization(s)
- r** Other transfer of cash or property from related organization(s)

	Yes	No
1a		No
1b	Yes	
1c		No
1d		No
1e		No
1f		No
1g		No
1h		No
1i		No
1j		No
1k	Yes	
1l		No
1m	Yes	
1n	Yes	
1o		No
1p		No
1q		No
1r	Yes	

2 If the answer to any of the above is "Yes," see the instructions for information on who must complete this line, including covered relationships and transaction thresholds

(a) Name of other organization	(b) Transaction type(a-r)	(c) Amount involved	(d) Method of determining amount involved
(1) American Diabetes Association Research Foundation Inc	b	30,486,064	Cash
(2) American Diabetes Association Research Foundation Inc	k, m,	729,850	Fair value estimate based on donation activity
(3) American Diabetes Association Property Title Holding Corporation	r	1,865,017	Cash
(4)			
(5)			
(6)			

Part VII Supplemental Information

Complete this part to provide additional information for responses to questions on Schedule R (see instructions)

Identifier**Return Reference****Explanation****Schedule R (Form 990) 2011**