



# Social Toolkit

June 2023

 @JDRFCanada  
 @jdrf\_canada  
 @JDRF\_canada  
 JDRF/FRDJ Canada

#SunLifeRide  
#JDRFRide



**MOVE WORK ASIDE.**  
**MOVE FOR A CURE.**





## About the Ride

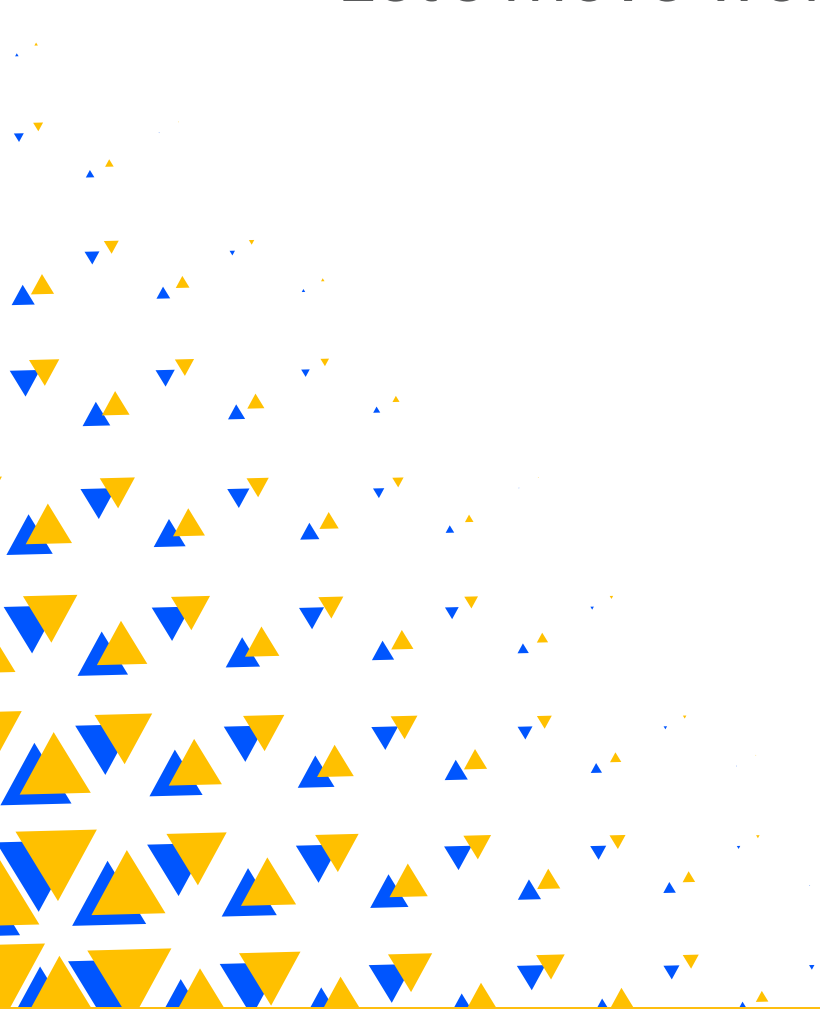
The 2023 **Sun Life Ride to Defeat Diabetes for JDRF** is Canada's premier stationary bike cycling event. It brings together teams from across corporate Canada to challenge themselves, build camaraderie, partake in friendly competition and work towards the goal of ending type 1 diabetes (T1D).

Let's move work aside and move for a cure.

## How to use this toolkit

This toolkit is designed for participants supporting the Ride and the T1D community to help raise awareness and inspire others to join the Ride or support fundraising efforts by making donation.

- **Use** key messages as talking points with supporters, team members, in your interoffice communications, personal social media content, and more.
- **Share** Share prebuilt social graphics and messages on your social platforms or websites
- **Tag** @JDRF\_Canada / @JDRFCanada in your posts and use the hashtags #SunLifeRide #JDRFRide whenever possible.







# Sun Life Ride to Defeat Diabetes

## Key Messages

- The Ride is one of Canada's top team building events. This fall, join us to move work aside and move for a cure with your team of colleagues.
- There are two ways to participate in the Ride. Depending on where you live, you can:
  1. Join us this fall in Montreal (October 5), Toronto (October 12), or Calgary (October 19) for our in-person Ride events and pedal for a cure with your colleagues.
  2. Participate in the Ride anytime, anywhere and in any way that works for you and your team.
- No matter your fitness level, you can support JDRF, make a difference, and experience the excitement of the Ride. Let's move work aside and move for a cure.
- This year's fundraising goal for the Ride is \$2.6 million. Your efforts will help fund ground-breaking T1D research and provide the necessary support to those living with T1D to ensure they live healthier, safer, and easier lives.





# Why JDRF Needs Your Support



Approximately 300,000  
Canadians are living  
with T1D



In Canada, the rate  
of T1D is growing at  
4.4% annually



Today 1-in- 21 families are  
impacted by T1D;  
in 2040, it could  
be 1-in-16



Research works: in the last  
50 years of progress, 25  
years have been added to the  
lifespan of a person living with  
T1D and receiving the latest  
care





# Social media assets

Click image to download, and post with suggested text below

The 2023 Sun Life Ride to Defeat Diabetes for JDRF is Canada’s premier stationary bike cycling event, with a goal of raising funds to create a world without type 1 diabetes. It’s time to move work aside and move for a cure!  
*\*Add your team link here\** #SunLifeRide #JDRFRide

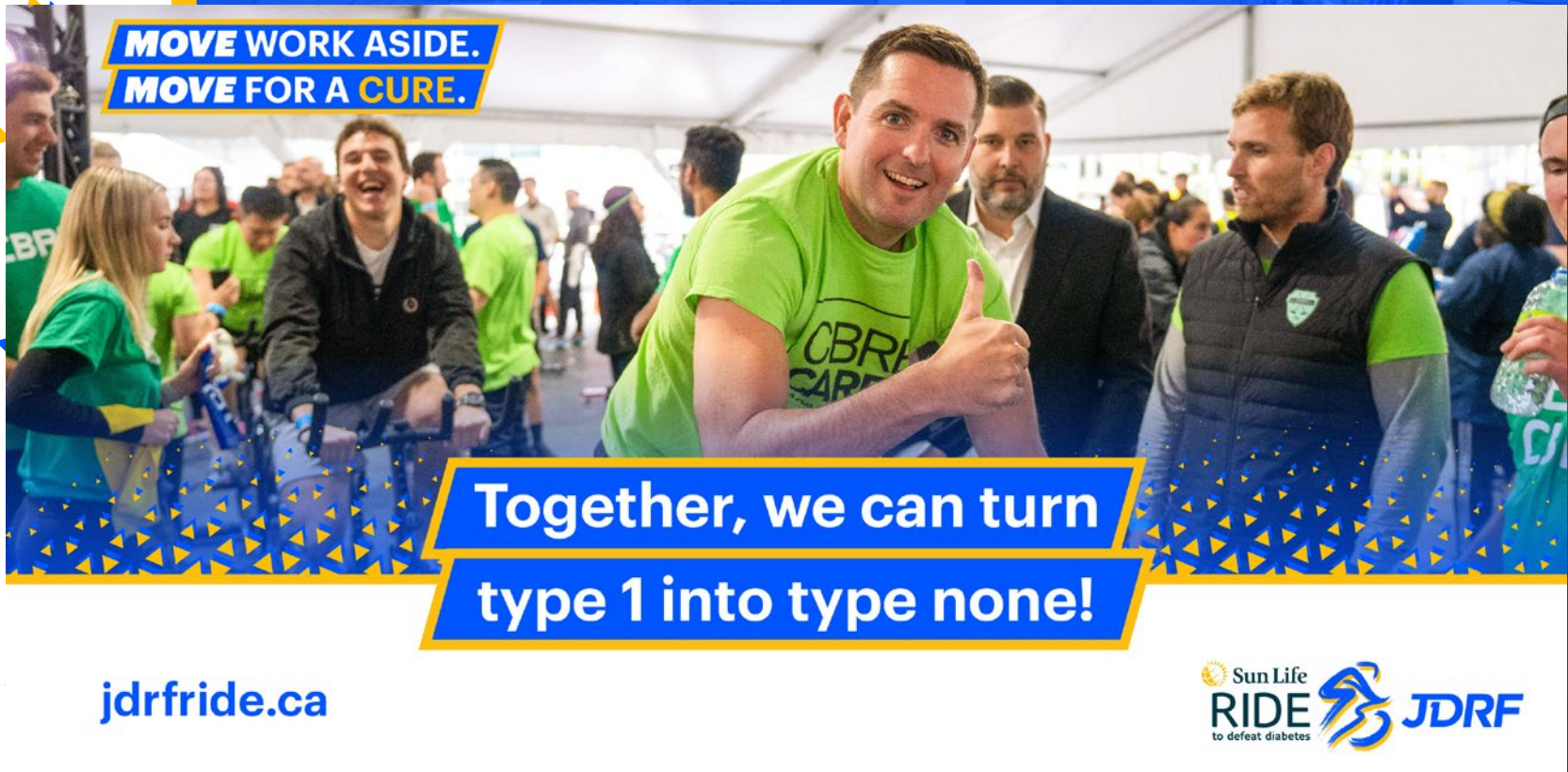
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-  JDRF/FRDJ Canada

#SunLifeRide #JDRFRide

## Facebook | Instagram



## LinkedIn | Twitter





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Click image to download, and post with suggested text below

The Sun Life Ride to Defeat Diabetes for JDRF raises money to fund research that will improve the lives of those living with type 1 diabetes and accelerate breakthroughs towards cures! Change lives and donate to my team today! *\*Add your donation link here\** #SunLifeRide #JDRFRide

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No matter your fitness level, get involved, move work aside and move for a cure! Join our team, make a difference and experience the excitement of the Ride! *\*Add your team link here\**  
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Click image to download, and post with suggested text below

A little friendly competition never hurt anyone! The Ride is a fun and high energy team building activity. Join the Ride and work towards the goal of ending type 1 diabetes with us! *\*Add your team link here\** #SunLifeRide #JDRFRide

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## About type 1 diabetes (T1D)

- T1D is an autoimmune disease in which the body attacks the cells in a person's pancreas that produce insulin.
- The causes of T1D are not entirely understood, but onset has nothing to do with diet or lifestyle
- Without external insulin (administered either through multiple daily injections, pump or pen) a person cannot survive
- Even with the most vigilant management, there are risks of potentially life-altering complications including blindness, amputation, kidney failure and even death
- There is nothing you can do to prevent T1D, and — at present — nothing you can do to cure it

## About JDRF

JDRF is the leading global organization funding type 1 diabetes (T1D) research. JDRF's vision is to achieve a world without T1D and to turn type one into type none. We are the largest non-profit funder of T1D research in the world, with a mission to accelerate life-changing breakthroughs to cure, prevent and treat T1D and its complications.

For more information, please see our website at [jdrf.ca](https://jdrf.ca).





# THANK YOU

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 JDRF/FRDJ Canada

[jdrfride.ca](http://jdrfride.ca)

 Sun Life  
**RIDE**  **JDRF**  
to defeat diabetes