

# Freedom from injections

Barrett was diagnosed with diabetes when he was eight months old and has been living with the disease for two years.

He is on an insulin pump and requires multiple blood tests throughout each day; he has never really known anything different. Barrett's family is coping well with the situation. It's a lot of extra work for them, but they want him to live as normal of a life as possible. Their motto is Barrett number one; diabetes number 2.

Barrett's mother Lindsay, father Keeling and older brother Jag are supporting Cash Store Financial's commitment to diabetes research because the Alberta Diabetes Institute is making some amazing progress with islet cell transplants and they would like to see this work continue.

"With Barrett being diagnosed at such a young age, the possibility of long-term complications is very likely. I want for Barrett what every parent wants for their children, for him to live a long and healthy life."



# Our Commitment To Diabetes Research

With branches in over 200 communities, Cash Store Financial has a social responsibility to make a difference for the people of Canada and the world.

Our responsibility to advance the public good is of paramount importance to us.

That's why, in October 2008, we announced our partnership with the Alberta Diabetes Foundation, which is the fundraising arm for the Alberta Diabetes Institute, a globally recognized research institute dedicated to finding a cure for diabetes.

Researchers at the institute developed The Edmonton Protocol, a procedure for the implantation of insulin producing cells into diabetics. This procedure has enabled some diabetics to live without need for insulin injections.

We made a commitment to raise \$7.5 million over the next seven years to directly fund research toward a cure for this terrible disease.

We are leveraging our network of over 450 branches not just as a fundraising vehicle but as a conduit for education and disease prevention. By the end of our program's first year, we will have contributed \$500,000 to the institute, and we will have conducted 21 "Freedom runs" across the country.

Over 50 percent of our associates are contributing directly to the initiative through a payroll deduction program. And, to ensure that the program is fully supported by our associates we implemented a policy to pay them for volunteer time in the community.

