Go *Blue*

FOR BREAKTHROUGHS

Workplace Fundraising Kit

Help create the blueprint for a world without type 1 diabetes

Breakthrough T1D™
Formerly JDRF

About Go Blue

Go Blue for Breakthroughs is Breakthrough T1D's national fundraising campaign that brings together schools, workplaces and sporting clubs across Australia to acknowledge World Diabetes Day (14 November).

This November, workplaces across the country will turn blue while fundraising to support life-changing research and accelerate breakthroughs for the 145,000+ Australians living with type 1 diabetes (T1D). By Going Blue for Breakthroughs, your organisation can raise awareness, build understanding and empathy, and help fund vital research towards a world without T1D.

Do you have an employee who is living with or impacted by T1D in your organisation?

More than 145,000 Australians live with T1D, and each day, 8 more are diagnosed. Over 1 million Australians love or care for someone living with T1D.

This kit is packed with fun, educational ways to get your workplace involved and make a difference for all those affected by the condition.

What is World Diabetes Day?

14 November
World Diabetes Day is held every year on 14 November.

160+ countries
This global event is recognised in more than 160 countries.

1 billion+ people
It's the world's largest diabetes awareness campaign, reaching more than 1 billion people.

1922
Frederick Banting and Charles Best discovered insulin over 100 years ago – and their breakthrough changed the lives of millions of people living with diabetes. World Diabetes Day is held on Banting's birthday.

Rio Tinto Children's Diabetes Centre

"Each year, the Children's Diabetes Centre unites as a team from Perth Children's Hospital and The Kids Research Institute Australia to proudly wear diabetes colours and raise awareness for World Diabetes Day. With a shared goal of improving life for children and families living with T1D, this day holds special meaning for us."

— Professor Tim Jones & Professor Liz Davis

You’re officially Going Blue!

You’ve already taken the first step by registering your workplace to Go Blue – welcome to the community that’s creating a world without T1D!

Your host kit contains everything you need to host a successful Go Blue for Breakthroughs Day. Inside you’ll find the following:

Promotional poster

Display around your workplace to promote your Go Blue for Breakthroughs Day and encourage colleagues to get involved.

4Ts poster

Help your workplace community recognise the 4 signs of T1D – Toilet, Thirsty, Tired and Thinner – with this poster. Display it in prominent places to help spread awareness.

Blue Balloons

Decorate your workplace and create a fun, eye-catching display that shows your support for people living with T1D.

A5 donation label

Attach this label to your donation bucket or collection container so it’s clear that donations are supporting Breakthrough T1D research.

Go Blue Workplaces Kit booklet

This is your step-by-step guide to planning, promoting and hosting a successful Go Blue for Breakthroughs event at your workplace.

Scan here to download and print more resources

Your Go Blue Action Plan

Use this simple checklist to plan your Go Blue for Breakthroughs Day, get your workplace involved and make your event a success!

- ☐ Choose your Go Blue for Breakthroughs Day date (it can be any day in November)
- ☐ Spread the word – share the event details with your organisation
- ☐ Promote your event

Build the blue hype

1. **Spread the word**
   Start by telling your workplace community about Go Blue for Breakthroughs Day through emails, internal communications and team meetings. Use our suggested messaging, such as this email, to help kick things off.

2. **Make it visible**
   Hang up Go Blue posters in shared spaces, break rooms and internal messaging systems. Share educational resources on T1D to build awareness and spark meaningful conversations.

3. **Share matching gift opportunities**
   Let your team know if there are any corporate matching programs available. It's a great way to double your impact and encourage more donations.

4. **Start fundraising**
   It's time to turn awareness into action. Encourage gold coin donations or run a workplace event.

5. **Make it fun**
   Create some friendly competition between teams or departments – whether it's for the best blue outfit, most funds raised, or most creative desk decoration.

6. **Say thank you**
   A heartfelt 'thank you' goes a long way. Recognise your workplace's contributions in a team meeting or with a fun prize and celebrate the difference you've made together.

How you can Go Blue for Breakthroughs

Going Blue is easy! Get your whole workplace involved by wearing blue, decorating your office, hosting a blue morning tea or baking blue treats – there are so many fun ways to show your support for people living with T1D.

Ideas for workplaces of all kinds

Every workplace is different – and that's how you can Go Blue for Breakthroughs in an extra special way! Whether you're in an office, a retail store, out on site or working with clients, there's a way to get involved and support life-changing T1D research.

Offices & corporate workplaces

Ideas to Go Blue:

- Wear blue – ties, shirts, dresses, wigs or fun blue accessories.
- Decorate the office with blue streamers, balloons and posters.
- Set blue-themed Zoom backgrounds or email signatures for staff.

How to fundraise:

- Host a 'Blue Bake-Off' or morning tea.
- Ask for a gold coin donation to wear blue.
- Sell tickets to your morning tea or bake-off.
- Add a donation link to your internal newsletter or company intranet.
- Run a fundraising raffle with donated prizes – ask your clients or suppliers/ partners to contribute to help raise awareness among your network.

Retail stores & hospitality venues

Ideas to Go Blue:

- Ask staff to wear blue instead of uniforms for the day.
- Set up a blue-themed display or decorate your shopfront.
- Sell a limited-edition blue menu item, product or coffee cup sleeve.
- Offer blue face painting or glitter for kids (and big kids!).

How to fundraise:

- Add an optional $1 donation to transactions at the register.
- Place a donation jar at the counter.
- Donate a portion of sales from blue items.
- Encourage customers to take part with signage and QR code donation links.

Trades, warehouses & on-the-road teams

Ideas to Go Blue:

- Wear blue hi-vis, hats or socks on site.
- Add a blue sticker to your work vehicle or toolbox.
- Share a team photo going blue on social media.

How to fundraise:

- Host a BBQ or blue-themed lunch break.
- Ask team members for a small donation to wear blue.
- Collect donations at your team lunch or toolbox meeting.
- Set a team goal and challenge others in your network to match it.

Salons, clinics & service providers

Ideas to Go Blue:

- Staff can wear blue or add blue accents to uniforms.
- Offer blue-themed services – like nail polish, hair ribbons, or massage towels.
- Decorate your client area with blue posters or balloons.
- Display blue-themed snacks for purchase by clients.

How to fundraise:

- Ask clients to round up their payment to the nearest dollar as a donation.
- Host a 'Blue Pamper Day' and donate a portion of bookings.
- Set up a fundraising page and promote it in waiting areas and online.

Childcare centres*, gyms & community spaces

Ideas to Go Blue:

- Host a blue dress-up day for staff and members.
- Run a blue-themed class (e.g. Zumba in blue, blue-themed story time).
- Create a blue art wall or host a blue craft session.

How to fundraise:

- Ask for a donation to participate in dress-up or special sessions.
- Run a blue cupcake stall or healthy blue snack table.
- Organise a raffle or guessing game (e.g. blue lollies in a jar).
- Work at a childcare centre or school? Ask our team about our school fundraising kit!

✅ Hold your Go Blue Day – bring your workplace community together, get everyone involved and have fun Going Blue for Breakthroughs!

✅ Submit funds

How to submit your fundraising

Once your Go Blue for Breakthroughs event is finished, it's time to send the money you raised to Breakthrough T1D!

1. **Add up your fundraising**
   Total the funds raised through donations, bake sales, raffles and other activities.

2. **Send your funds**
   Choose one of the options below:

Bank transfer: Transfer your fundraising proceeds using the bank details provided
BSB 032 090
Account 533885

Be sure to include your Supporter ID/ reference number.

Your Supporter ID is: _____

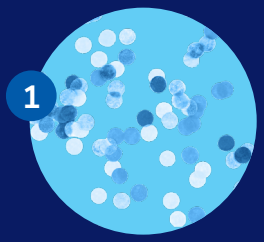
Online: Submit your fundraising proceeds through the link or QR code.

✅ **Share your photos and videos:** Show us how your organisation is Going Blue for Breakthroughs! Share your favourite moments on social media and tag @breakthrought1dau so we can celebrate your Go Blue for Breakthroughs Day with you.

Raise T1D awareness

1. **Showcase the 4Ts** – Help your team members recognise the common early signs of T1D: Thirst, Toilet, Tired and Thinner.
2. **Share our free beginner's guide to T1D** – Give your team the tools to better understand T1D and support colleagues living with the condition.
3. **Invite a guest speaker** – Hear from a medical expert or someone living with T1D at a team meeting, lunch or workplace event.

Raise funds



Get your workplace involved

Share your Go Blue for Breakthroughs plans using our creative assets and encourage your organisation to join in.

Collect gold coin donations

Ask colleagues to donate when they dress up, join activities or take part in a raffle.

Gift a Francesca Jewellery Awareness Bracelet

Gift a meaningful blue bracelet to a colleague, friend or loved one. $20 from every bracelet sold is donated to Breakthrough T1D, helping fund vital T1D research.

Get creative with fundraising

Host a raffle, bake sale, trivia, auction or blue-themed morning tea.

About T1D

T1D is a chronic autoimmune condition that can develop at any age. There is nothing anyone can do to prevent T1D, and right now there is no known cure.

T1D is caused by the immune system mistakenly turning on itself, destroying beta cells within the pancreas, which removes the body's ability to produce insulin. Insulin allows the body to process glucose from food to create energy.

Left untreated, T1D can be very dangerous, and even fatal.

There are plenty of resources to help you support colleagues living with T1D and educate your workplace about the condition.

For more, check out our free guide, *T1D: a guide for friends and loved ones*. Scan to download.

Symptoms of T1D can include:

Thirsty
Drinking a lot more than usual.

Tired
Not having the usual amount of energy.

Thinner
Unexplained weight loss.

Toilet
Peeing a lot.

Other symptoms can include:

- constant hunger
- nausea
- vomiting
- blurred vision.

About us

Breakthrough T1D

Breakthrough T1D (formerly JDRF) is the leading research, advocacy, and community support organisation for T1D globally.

Our vision is for a world without T1D. Since our inception over 50 years ago, we have transformed understandings of T1D and been a part of every breakthrough in T1D care.

Everything we achieve is made possible thanks to the support of our dedicated community fundraisers, the enduring generosity of philanthropists and our partners, and Governments.

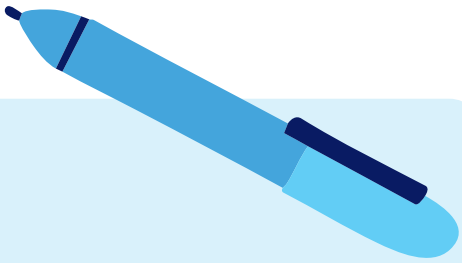
The Blue Army

At the heart of Breakthrough T1D are the 145,000+ Australians living with type 1 diabetes.

Our Blue Army includes the families, friends, colleagues and caregivers who stand beside them, raising awareness and vital funds for research to cure, prevent and treat T1D and its complications.

Over the past 3 years, we've had over 250+ workplaces join the Blue Army by Going Blue and donating to support T1D breakthroughs. Can you join us to make a difference?

Contact us



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You’re in good company...

Thanks for Going Blue this November!

Workplaces across Australia are coming together to raise awareness, show their support for people living with T1D, and help fund vital research.

Here are just some of the workplaces that have already gone blue:

Barberians Hurstville
Baking it Blue
Bristol Paints Pambula
BRKLYN
Campbelltown North Public School
Chemist Discount Centre Warragul
Chooks Creativ Cakez
Claremont College Randwick
Club Lime and HIIT Republic
Dominos
First Focus
Forensic Science SA
Foxtel
Glenorchy Medical Centre
Godetia
Go Blue for Jem
Greenslopes Private Hospital
Little Eatery-West Beach Social-Oceanique Kiosk The Square
Lux Global Logistics Pty Ltd
Marcellina Glenelg
Marlin Coast Terry White Pharmacy
Megan Hair Salon
Mimi
Mt Eliza Community
NALHN
Nando’s
Newcastle/Central Coast WBC & STG
Network Case Management Services
Nido Early School
Nordic Padel
Optus Business Centre Brisbane North
Pioneer Village
QCPIMH Workplace Wellbeing Program
Regional Fire Protection
Rio Tinto Children’s Diabetes Centre
Robinson Plumbing
Running With Heart
SALHN Paediatric Diabetes Team
Shellharbour Private Hospital
Sjog Murdoch Hospital
Smiths Outdoors
Stage One Dance Studio
St Andrew’s Ipswich Private Hospital
Steady Nest Agency
Sudden Comfort
SUNA Awareness Round
TAFE SA
The Village Baker
Uniting Care
West Beach Social
Womens and Childrens Hospital - Diabetes Team
Westfund

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