



Go *Blue*

FOR BREAKTHROUGHS

Workplace Fundraising Kit





Do you have an employee who is living with or impacted by type 1 diabetes in your organisation?

More than 135,000 Australians live with type 1 diabetes (T1D), and each day, 8 more people are diagnosed. Over 1 million Australians love or care for someone living with T1D.

By Going Blue for Breakthroughs, your organisation can help raise awareness and vital funds for T1D research. Together, we can help turn type 1 into type none.

This kit includes fun, educational, and meaningful ways to get your workplace involved – whether you're decorating desks, hosting a bake sale, or simply wearing blue, every action brings us one step closer to a world without T1D.

Organisations that have gone blue for breakthroughs

Chemist Discount Centre Warragul | SALHN Paediatric Diabetes Team | Womens and Childrens Hospital - Diabetes Team | Rio Tinto Children's Diabetes Centre | Greenslopes Private Hospital | BRKLYN | NALHN | Nordic Padel | Forensic Science SA | West Beach Social | Bristol Paints Pambula | Network Case Management Services | First Focus | Robinson Plumbing

Lux Global Logistics Pty Ltd | Shellharbour Private Hospital | Glenorchy Medical Centre | Pioneer Village | Smiths Outdoors | Sudden Comfort | St Andrew's Ipswich Private Hospital | School | Mooloolah State School | St. Martin de Porres School | Mother Teresa Primary | Alberton Primary School | St Paul's Catholic School Monbulk

About us

Breakthrough T1D

Breakthrough T1D 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 135,000+ 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 two years, we've had over 50 workplaces join the Blue Army by Going Blue and donating to support T1D breakthroughs. Can you join us to make a difference?

How you can Go Blue for Breakthroughs

This World Diabetes Day, Friday 14 November, join us and Go Blue for Breakthroughs in support of Australians living with T1D.

There are 4 main ways to Go Blue while spreading awareness about T1D and raising funds for life-changing research:



1. Wear it



2. Colour it



3. Make it



4. Bake it





What is World Diabetes Day?

World Diabetes Day is the largest diabetes awareness campaign in the world. It's recognised in over 160 countries and reaches more than 1 billion people. The day is held every year on 14 November – the birthday of Sir Frederick Banting, who, along with Charles Best, discovered insulin in 1922.

Beyond World Diabetes Day, there are plenty of other opportunities to Go Blue for Breakthroughs - like National Diabetes Week in July, or any date throughout the year that's meaningful to you!

About type 1 diabetes

T1D is a chronic autoimmune condition that can develop at any age. There's 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 and removing 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.

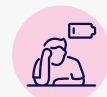


Symptoms of T1D can include:



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 include:

- Constant hunger
- Nausea
- Vomiting
- Blurred vision

The impact of living with T1D

With the right care, people living with T1D can lead long, happy lives – but it takes constant effort. Managing T1D is a 24/7 job, involving up to 180 extra decisions every day just to stay safe and well.

Every meal, activity, or even a good night's sleep requires careful planning to keep blood glucose levels (BGLs) in range. People with T1D must monitor their BGLs around the clock and be ready to respond to both high and low blood glucose levels, which can be dangerous if not treated.

T1D also increases the risk of serious long-term health complications, including:

- heart and kidney disease
- nerve damage
- vision loss and blindness
- mental health challenges like diabetes distress, anxiety and depression.



Did you know?

Almost half of all adults with T1D live with at least one complication.

At Breakthrough T1D we're funding research to prevent these complications and end T1D for good.

You can be part of the solution.



How you can Go Blue for Breakthroughs



Wear it

From ties to tees, scarves to socks – your team's splash of blue shows support for Aussies with T1D. Don't forget your donation to back breakthrough research!



Colour it

Turn your workplace blue with balloons, banners, or virtual backdrops. A bold blue space brings awareness and brightens the office – in person or online.



Make it

From blue ribbons to handmade pins, crafting something blue gets everyone involved. It's a fun and creative way to show support for the T1D community.



Bake it

Whip up blue cupcakes, slices or cookies for an afternoon tea or lunch break – and raise awareness for T1D at the same time.

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. Here’s how:



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.
- Host a “Blue Bake-Off” or morning tea.

How to fundraise:

- 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.



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.
- Host a BBQ or blue-themed lunch break.

How to fundraise:

- 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? Download our School Fundraising Kit [here](#).



Bonus tip

No matter your workplace, you can set up a team fundraising page and encourage colleagues, customers, clients and suppliers to chip in. It's a great way to track your impact and share your progress!

Let us know how you're going blue – we love to celebrate and support workplaces making a difference.





Raise awareness

Raising awareness is just as important as raising funds. By helping your workplace learn more about T1D, you're supporting a more informed, empathetic and inclusive community.

Start with the 4 T's of T1D

Help your team learn and share the early signs of T1D: Thirst, Toilet, Thinner, Tired.

You can find helpful visuals [here](#) and more in the [resources](#) section of the Go Blue for Breakthroughs page.

Download our workplace education resource

We've created a handy guide to help you educate colleagues about T1D. It includes answers to common questions and practical advice on how to support coworkers and friends living with the condition. Download it [here](#).

Bring the conversation to life

Another powerful way to spread awareness is by inviting someone with lived or professional experience to speak at your:

- team meetings
- morning teas or lunches
- “Lunch and Learn” sessions
- staff seminars
- or any special awareness event during the workday.

Real stories and expert insights can deepen understanding and inspire lasting change – all while helping create a world without T1D.

Raise funds

Every dollar supports breakthrough research that helps improve lives today – and brings us closer to a cure.

There are many ways your workplace can support your Go Blue for Breakthroughs initiative.



1. Create a fundraising page

If you haven't already, set up your **Blue Army fundraising page** [here](#) and share it widely – on social media, via email, and even in your staff newsletter. This helps reach colleagues, friends, and extended networks who want to support your cause.



2. Go for gold (coins)

Ask colleagues to bring a **gold coin donation** to participate in your Go Blue Day activities – whether they're dressing up, joining a morning tea, or taking part in a raffle. Every coin adds up to big impact.



3. Sell Jolly Soles socks

Order some fun and funky **Jolly Soles socks** [here](#) and sell them to your teammates – they're a great way to fundraise and spread T1D awareness, one step at a time.



4. Host a workplace fundraiser

Get creative! You could: organise a **raffle** with donated prizes, hold a **bake sale** or **blue-themed morning tea**, **run a charity auction** or **guess-the-number competition** or even host a **blue-themed trivia** or **games event**.

Big or small, every fundraiser helps power research that's changing lives.

Your Go *Blue* for Breakthroughs action plan

Now you know how to Go Blue, it's time to spread the word and build excitement. Here's your step-by-step guide to creating a meaningful and successful Go Blue for Breakthroughs Day in your workplace.

1

Spread the word

Start by telling your workplace community about Go Blue 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 and 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. Set up your Blue Army fundraising page, encourage gold coin donations, or run a workplace event. Check out some of the previous pages for more fundraising ideas.

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 team's contributions – in a team meeting, on the intranet, or with a fun prize – and celebrate the difference you've made together.

Get in touch

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