



spare a rose · **save a child**

For children around the world with type 1 diabetes, lack of access to insulin is the most common cause of death. And in some areas of the world, most children with diabetes can expect to live less than a year past their diagnosis date – if they're diagnosed at all.

This Valentine's day, our community can help change that.

Under the Spare a Rose, Save a Child campaign, we can help gain donations and awareness for **Life for a Child**, a sustainable International Diabetes Federation program aiming to fund the continuous medical care, access to supplies and medication, and diabetes education that children in developing nations need to stay alive. Spare a Rose, Save a Child is simple: buy one less rose this Valentine's Day and share the value of that flower with a child with diabetes in the developing world. Your loved one at home still receives flowers and you both give help to a child with diabetes who desperately needs it.

We can all embrace the cause this year, and make a difference in the life of a child.



Here's what you can do to help:

1. **Make a gift to Life of a Child.**
2. Please share the giving page (www.SpareARose.org/give) or embed the code for the IDF donation button onto your website.
3. Between February 9 -15, please help raise awareness for the Life for a Child program by blogging, Tweeting (#sparearose), sharing on Facebook, etc about the organization and the Spare a Rose, Save a Child effort. Feel free to use some of these FAQs points in your post.
4. You can download an image to use for your post, or host it on your site. Three banner sizes are available for you to use on your web site (click on the respective link here or **see the banners on this page**):

- * **Download the 728W x 90H banner**
- * **Download the 160W x 600H banner**
- * **Download the 160W x 200H banner**

5. Consider embedding this short movie about why the work that Life for a Child does is so important:



<http://www.idf.org/lifeforachild/film>

This Valentine's Day, share our care for loved ones at home and give a little help to those we have so much in common with around the world. Channel some of our love for our families into helping other families keep their loved ones alive. It is a simple but life-changing message, and it shows that the diabetes online community takes care of one another, both online and off, in America and around the world.

Thank you for everything you do as part of this community.

Sincerely,

The Partnering for Diabetes Change team
on behalf of the **Diabetes Online Community**