



# #500ml

WATER CHALLENGE  
Diabetes Awareness Foundation

Charity Football Match:  
Saturday 12 November 2016

Gala:  
Tuesday 29 November 2016



Number of **men**  
with diabetes



2015 215.2 million  
2040 328.4 million

Number of **women**  
with diabetes



2015 199.5 million  
2040 313.3 million

415 million adults  
have diabetes.  
By 2040 this will  
rise to 642 million.

WHO

## DAF WORLD

Diabetes Awareness Foundation is a charity for people who are affected by diabetes, their family, friends and carers. Our mission is to create awareness to help prevent and improve the lives of people and to work towards a future without diabetes. We provide practical support and information to help people manage their diabetes.

We are people who have been affected, diagnosed or who are living with diabetes Type 1 or Type 2.

We are supported by government, health services and health professional's who are united in the cause to raise awareness to prevent the rise of diabetes Type 1 and Type 2.

We provide information, advice and support to help people manage their diabetes effectively.

We aim to help reduce the rising epidemic of Type 2 diabetes - through raising awareness of every aspect of diabetes including early warning signs and showing that healthy lifestyle choices can help people prevent or delay diabetes.



# THE EVENTS

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## 12th November 2016

During Diabetes week we are hosting a world diabetes football weekend at the newly rebuilt Hackney Marshes in Hackney, London. There we will host an array of events to include a celebrity football match, live #500ml challenges filmed by mybusks.com on the day, raffle prizes, healthy breakfast lunch, and most importantly information and workshops educating and raising the awareness of diabetes in children and adults.

## 29th November 2016

Tuesday 29th November 2016 at the newly opened NY:LON at the iconic O2 in Greenwich, London. Guests gather for a drinks reception at 19:00hrs followed by a formal dinner at 20:00hrs, watch a Visual Transmission about #500ml by mybusks.com and hear a keynote speech from one of the people instrumental in the development and awareness of diabetes.

We have sent out invitations to a wide range of guests from high level experts, medical professional, sport personalities, TV personalities and government ministers. The event will provide excellent opportunities for networking and discussion.

For sponsorship please see sponsorship inside



# AIM & HOW TO TAKE PART

## The #500ml Water Challenge

Through Mybusks innovative crowdfunding platform we aim to get worldwide support with the #500ml water challenge. Each video uploaded raises awareness about diabetes & taking part is made very simple with the Mybusks app.

By getting millennials and passionate people from all over the world to take part in the #500ml water challenge, we hope to raise money that can help push the DAF charity forward to support their future works. We want you to kickstart the viral engagement with us during November which is Diabetes Awareness Month.

To get the #500ml (500ml water challenge) rolling we will need the support of everyone including the media and influential people who can garner support from their wide spread networks, encouraging them to film a challenge on the Mybusks App and share the challenge.

The DAF charity weekender (12th November 2016) at Hackney Marshes will see the first #500ml challenges filmed and uploaded to start to ball rolling.

1

DONATE



Donate £2 Via Mybusks app to the person who challenged you to take part in the #500ml

2



On the Mybusks app, use your mobile phone to film yourself drinking a 500ml bottle of water in under 60 Seconds to raise donations for **DAF**.

3

CHARITY



Remember to mention your name and that your buskie is for the **Diabetes Awareness Foundations**  
*Also referred to as DAF on the mybusks platform*





# WHY

## #500ml Water Challenge

### Remember the Ice Bucket Challenge

Two years ago, icy water inundated the Internet in what may have been the online equivalent of the largest chain letter ever—the ALS Ice Bucket Challenge. In endless videos, people hoisted buckets filled with ice water, announced their philanthropic intentions, and upended the buckets over their heads. While soaked in water, they would nominate a few friends, challenging that they do the same upon of a charitable donation to ALS.

Diabetes is a lifelong condition that causes a person's blood sugar levels to become too high. Diabetes can cause long term damage to the body, and these effects of the condition are commonly referred to as diabetic complications.

“We want to create the same snowball effect of support for Diabetes with the #500ml, engaging supportive and passionate people around the world to take part in the Challenge & upload a video of themselves drinking 500ml of water in under 60 Seconds, along with the nomination of two people to accept the challenge by donating £2 each via the Mybusks App and in turn continuing the viral effect to raise funds for The Diabetes Awareness Foundation.



# WHEN

## World Diabetes Day

World Diabetes Day falls every year on 14 November and is a day when millions of people around the world come together to raise awareness of diabetes, and what it's really like to live with the condition. It's a global campaign led by the International Diabetes Federation (IDF) with activity taking place around the world.

Every week, diabetes leads to 140 lower limb amputations, 1400 cases of heart failure and over 540 strokes. For World Diabetes Day this year, we want everyone to know that managing your diabetes well is crucial to help avoid developing these life-threatening complications.

In the week leading up to World Diabetes Day we are launching the #500ml water challenge powered by Mybusks.com, our campaign to raise awareness about diabetes and make sure more people are get access to diabetes education to help them manage their condition better..

# #WDD16

14 November 2016

“Mybusks is an Innovative Crowdfunding Platform that empowers great causes”

## WHAT

### MYBUSKS

Mybusks is an entertainment focused crowdfunding platform/mobile app that facilitates raising money for personal endeavors and/or for a chosen charity.

Mybusks allows everyone to upload footage of themselves from their mobile phone performing their chosen talents. Whether that be; singing, dancing, being creative & so on in order to raise donations..

Users download the app, then watch the video and with a simple “double tap” can send donations to the owner of the content. This uploaded content (known as a Buskie) helps the performer collect donations worldwide with ease.

### #500ml (500ml Water Challenge)

The 500ml Water Challenge, also referred to as the ‘#500ml’ is a challenge where those involved drink a 500ml bottle of water in under 60 seconds and nominate 2 people to do the same.

Each nominee will have to donate £2 via Mybusks and in turn do the challenge, nominating 2 more people to do the same. The money raised will go directly to the DAF charity via the mybusks Payment Gateway.



In 2015 the number of  
**Children**  
with type 1 diabetes  
exceeded **half a**  
**million** for  
the first time



# SPONSORSHIP

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We expect a full turn out with over 300 guests in attendance. 2016 sees the first Diabetes Awareness Foundation charity gala dinner which promises to redefine how charities operate to become self-sustaining in raising funds.

If you are interested in sponsoring this event please contact Chiney Foong, (Chiney@dafworld.com) for a further discussion.

For your participation, support and sponsorship we would offer you the following:

## **Sponsorship table**

£2500 +vat

Table of 10

Logo on the menus

Logo on our press board

Logo on the digital menu

Logo and link on our website

Brand recognition in our press release

Company or Brand feature in our brochure

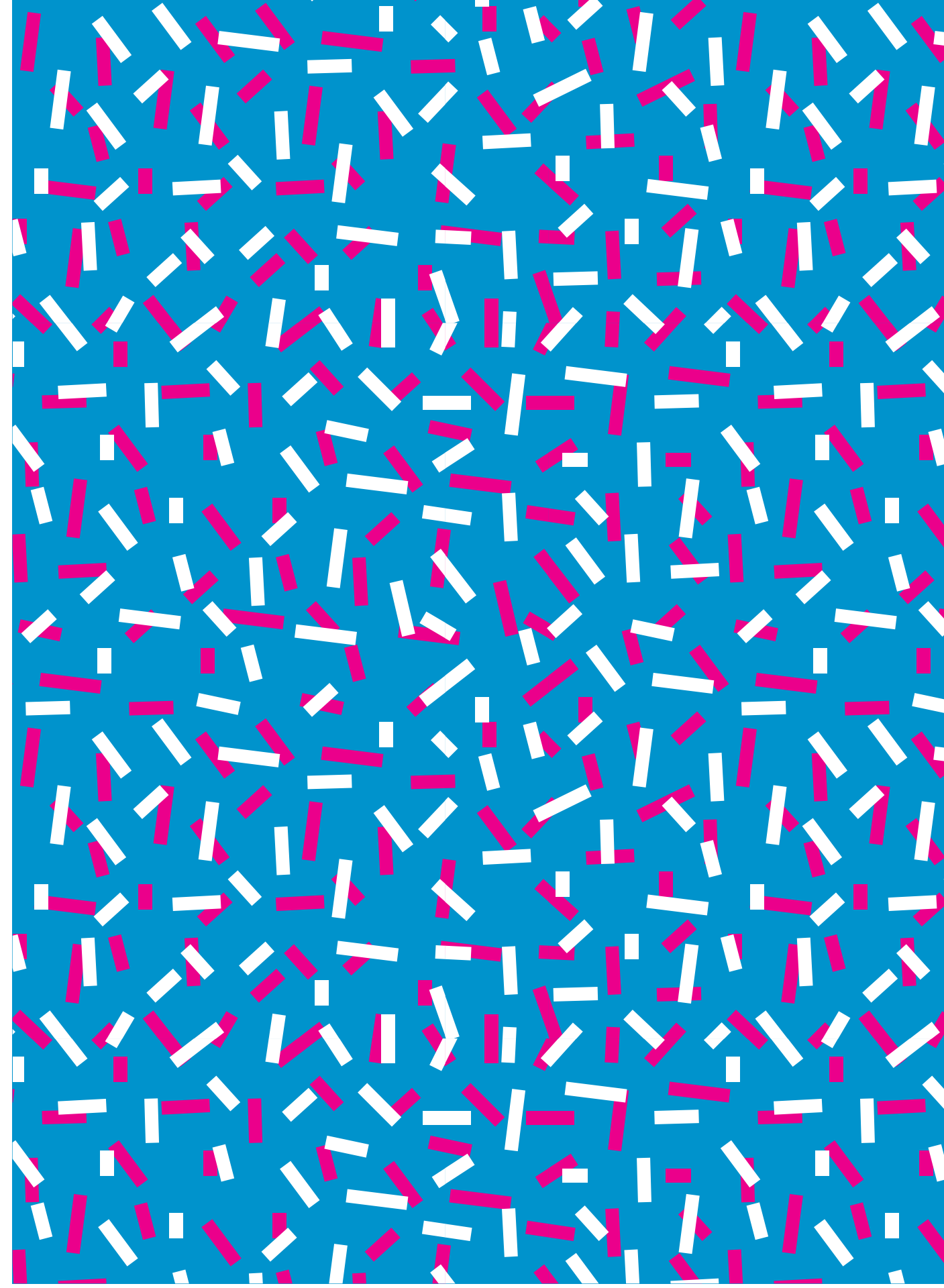
Company logo email communication regarding the event

Place to put your Pop-up Banner

Brand sponsor of our official #500ml water challenge launch

Goodie bags containing luxury items

3 course meal



“ I founded this diabetic charity in 2009, the same year that I was diagnosed with diabetes type 1. After a few months of changing to a much healthier lifestyle which included exercising and eating a balanced diet I was then diagnosed as a type 2 diabetic. ”

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Ainsley Blondell

Diabetes Awareness Foundation

*CEO & Founder*



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[www.Dafworld.com](http://www.Dafworld.com)

[www.@Mybusks.com](http://www.@Mybusks.com)

[Info@dafworld.com](mailto:Info@dafworld.com)

[Info@mybusks.com](mailto:Info@mybusks.com)

