

## Oklahaven Celebrates its 40th Anniversary

Rose Jacobs, CA

It is that time of year to begin taking steps to celebrate Valentine's Day. While many of us are only thinking about how we can show that special someone in our lives how much we love them, others are planning a campaign of service. Just such a campaign is "Have-a-Heart." And though every year during the week of Valentine's Day is always an exciting time for those of us who promote and support the mission of Oklahaven Children's Chiropractic Center in Oklahoma City, this year is certainly extra special. This year marks 40 years of loving service to the children who have been blessed by the care that they have received at Oklahaven.

You may be thinking, "What is so special about a chiropractic clinic that has been caring for children for the past 40 years?" Well, I'll tell you.

Oklahaven was founded as a private, nonprofit 501(c)(3) organization. Its purpose is to provide chiropractic care for indigent children one day old to 18 years of age. Many of the children served by Oklahaven are not just your average colic-prone babies, bedwetters, or children with chronic earaches seen and cared for in family practices or chiropractic clinics. These children are diagnosed with such conditions as cerebral palsy, and growth and learning disorders such as autism. Oklahaven has never received federal, state or United Way funding. This special center has relied mainly on our profession for financial support to care for these very special children from all over the world. And thanks to supporters, no child has ever been turned away.

How can you and your clinic help continue Oklahaven's mission to provide chiropractic care to the less fortunate children in our society? Your clinic can be one of the many to join in the efforts and participate in the "Have-A-Heart 2002" fundraiser during the week of February 11-16. Participation in the event is not only good for these children and their families that seek loving noninvasive health care, but if promoted in your clinic properly, it can also increase awareness of chiropractic care for children in your community.

Dr. Bobby Doscher, the clinic's president and chief executive officer, and the center's board of directors and clinical staff, have a public relations package that your clinic can obtain to promote this fundraising event in your clinic. Their tools include a nine-minute video of the children of Oklahaven, pamphlets and information about the clinic and "sponsoring a heart."

In promoting the "Have-a-Heart" campaign, I recommend during the week of Valentine's Day to show the video in the reception area of your clinic; design a poster board with wonderful information about Oklahaven and its mission; give your patients the "Have-a-Heart" pamphlets; and finally, ask your patients for a donation to support the "mission to serve the less fortunate children" by sponsoring a heart for five or 10 dollars.

In our clinic, five-dollar hearts are taped on the walls and \$10 hearts are hung from the ceiling with string. Each person who sponsors a heart is asked to decorate it with stickers, drawings or words of wisdom, and to initial it. Our front desk assistant collects the money and keeps a written log of donors and the amounts donated. This log should be mailed to Oklahaven with the total donations by the end of February 2002. In our clinic, the doctor matches all patient contributions at the end

of the week's campaign.

To prepare for the "Have-a-Heart" fundraiser, contact the Oklahaven staff as soon as you read this article. Time is running out! Their web site is: [www.chiropractic4kids.com](http://www.chiropractic4kids.com); the email address is [oklhaven@flash.net](mailto:oklhaven@flash.net); and the phone number is 405-948-8807. Ask them to send a fundraising packet to your clinic. All donations and the names of those who contributed should then be mailed by the last week of February to the following address:

Oklahaven Children's Chiropractic Center  
4500 N. Meridian  
Oklahoma City, Oklahoma  
73112-2404.

(As a side-note to Dr. Bobby and her loving staff: Thank you for making Oklahaven a special place for special children. God bless you all!)

CAs: Until next time - Go out and make a difference!

*Rose Jacobs*  
*Chesterfield, Missouri*

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