

Foot Levelers Pledges \$250,000 to Life West

Editorial Staff

Foot Levelers, Inc., has pledged \$250,000 to Life Chiropractic College West as part of its ongoing support of chiropractic education. According to Gerard Clum, DC, president of Life West, the donation "will allow the college to continue to acquire and implement innovative clinical technologies, as well as cutting-edge instructional technologies."

Foot Levelers' prolific support of the chiropractic profession spans more than 50 years. The company has made donations to numerous chiropractic colleges and research foundations, and provides significant financial assistance to local, state and national associations. It also conducts seminar series at chiropractic colleges across the country, with proceeds going directly to the host institution. Here are a few examples of Foot Levelers' philanthropic contributions, taken straight from the pages of *DC*:

- In 1985, Foot Levelers donated \$250,000 to Northwestern College of Chiropractic (NWCC) to establish a research chair at the school, leading to the eventual creation of a research department.
- In 1999, the state-of-the-art Foot Levelers Center opened on the campus of Palmer College of Chiropractic. Construction of the building was funded by a Foot Levelers donation in excess of \$250,000.
- Foot Levelers donated \$1 million to the Foundation for Chiropractic Progress in 2005 to fund the Campaign for Chiropractic, an ongoing public-relations effort designed to increase public understanding and appreciation of chiropractic care.

Foot Levelers' charitable efforts extend far beyond the chiropractic profession. The best example may be 2005, when the company initiated a matching donation campaign less than 48 hours after Hurricane Katrina struck the Gulf Coast. The campaign on behalf of the American Red Cross raised more than \$564,000 to assist in relief and recovery efforts in Louisiana, Mississippi and other areas devastated by the hurricane.

AUGUST 2008