



CHIROPRACTIC (GENERAL)

## Giving the Gift of Chiropractic

### OHIO DCS LAUNCH STATEWIDE CHARITABLE INITIATIVE

Editorial Staff

There's no question the past few months have been trying. Near-daily news about failing mortgages, failing banks and the failing economy; it's all enough to make some, including doctors of chiropractic and their patients, become Scrooges (and justifiably so) this holiday season. But that's definitely not the prevailing attitude in Ohio, at least not within the chiropractic community.

Earlier in the year, a group of chiropractors decided to give a bit of hope to charities in need while sharing the message of chiropractic care. With the unanimous support of the Ohio State Chiropractic Association (OSCA) Board of Directors, chiropractors began planning and organizing Chiropractic Cares, an initiative designed to raise money for select Ohio charities including the Susan G. Komen Race for the Cure, the Stephanie Spielman Fund for Breast Cancer Research, the Butch Reynolds Care for Kids Foundation and the OSCA's own WellCare Foundation.

On Sept. 30 and Oct. 2, participating chiropractors across the state provided their services free in return for a minimum per-patient donation of \$20 to one of the Ohio charities. Sept. 30 was earmarked for existing patients, while Oct. 2 was set aside for new patients. One chiropractor, Dr. Darla Lammers, even had special T-shirts made for the event and hosted an in-office reception for new patients.



Dr. Darla Lammers (second from right) was one of approximately 80 DCs to participate in the two-day donation initiative.

According to the OSCA, as of Oct. 31, the association had received collections from nearly all 80 of the doctors of chiropractic who participated in the two-day event, with collections totaling close to \$40,000. Several DCs reported they had raised as much as \$1,000 in their office over the two days.

Said OSCA President Gary Estadt, who started the charitable initiative, "Chiropractic Cares is the first of its kind in our profession. It truly acts as a statewide fund-raising collective, allowing OSCA members to unite in a concerted effort of giving back by donating their chiropractic services to patients and the general public."

Dr. Estadt added that this particular charitable model is one he has been doing within his own practice for years. "It's a win-win-win: patients give back to their community; we give services to promote a healthy lifestyle; and lastly, great charitable causes, which support those people within their perspective communities, receive the funding they so desperately deserve. Tying together charity and wellness elevates the act of giving for everyone - patients, doctors and the community."

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