

## Foundation for Chiropractic Progress Receives Record Pledge Support

\$650,000 TO FUND THE FOUNDATION'S ONGOING PR CAMPAIGN.

Editorial Staff

A \$500,000 donation from [Standard Process](#) highlighted the record financial support received by the Foundation for Chiropractic Progress (FCP) at the Florida Chiropractic Association 2009 national convention and expo in Orlando. All told, [the foundation](#) received approximately \$650,000 in pledges, including the surprise donation from Standard Process, which will be staggered over the next five years. Thus far, the Wisconsin-based whole-food supplement manufacturer has donated nearly \$1 million to the FCP, a point not lost on the foundation's chairman and director, Kent Greenawalt:

"Standard Process has always showed [a vested] interest in the activities and initiatives of the Foundation for Chiropractic Progress, and we are truly grateful for their monthly support. The generous pledge renewal made by Charles DuBois on behalf of Standard Process will allow the foundation to launch unparalleled national media campaigns and allow our message to be heard by millions."

At a fund-raising dinner sponsored by the foundation, the number of FCP monthly contributors climbed over the 1,200 mark, with new pledges and pledge renewals from not only Standard Process, but also Kennedy Decompression, Performance Health, Anabolic Labs, Drucker Labs, the Florida Chiropractic Association, Northwestern College, Parker College of Chiropractic, Vitality Depot, the American Chiropractic Association, Breakthrough Coaching, Meyer Distributor and other chiropractic organizations and vendors.

Also during the FCA convention, [Performance Health / Hygenic Corporation](#) announced a new fund-raising initiative in support of the foundation. A multi-year gold sponsor supporter of the FCP, the company will donate \$5 for every chiropractor who registers for its new locator service, which helps consumers locate health care practitioners who sell Biofreeze and Thera-Band products.

"We are very pleased to launch this new program that benefits both the foundation and our chiropractic practitioners," said Marshall Dahneke, president and CEO of Performance Health / Hygenic. According to Dahneke, the company hopes to raise \$25,000 for the foundation through its new initiative.

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To view the current list of individual and corporate contributors to the foundation, visit [www.foundation4cp.com](http://www.foundation4cp.com).

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