



CHIROPRACTIC

\$34 Million in Chiropractic Donations ,À With More Coming!

FOOT LEVELERS: A LEGACY OF GIVING BACK & PAYING FORWARD

Dynamic Chiropractic Staff

It may seem unimaginable, but as part of its 70th anniversary, Foot Levelers is celebrating a very long history of giving to the chiropractic profession. Over the years, the organization has donated more than \$34 million to chiropractic colleges, state associations, national associations, international organizations, research projects, special efforts and more. That's an average of half a million dollars a year, with donations reaching almost \$2 million in some years.

Giving is part of the Greenawalt family DNA - beginning with Dr. Monte Greenawalt, who often said, "You can never give yourself into poverty." Since taking over the company in 1979, Foot Levelers Chairman and CEO Kent S. Greenawalt has continued the legacy of giving, increasing it as he saw the need.

His commitment to helping fund the Foundation for Chiropractic Progress has put the organization on a firm financial foundation, allowing it to grow and flourish. Many of the foundation's accomplishments were only dreams 20 years ago.



"Throughout our 70 years of serving the chiropractic community, Foot Levelers has been committed to advancing and expanding the global impact of chiropractic care," he says. "By supporting the outstanding work of these caring doctors, countless patients around the world have experienced fuller, more satisfying lives with less pain."

Foot Levelers' largest investment is in the future of the chiropractic profession. Foot Levelers first began supporting colleges in 1982 with a gift to National College of Chiropractic to fund a research chair. In just the last few decades, Foot Levelers has donated almost \$20 million to chiropractic colleges and educational institutions, with some years reaching close to \$1 million to the chiropractic colleges.

"Continuing education and research lay the foundation for ongoing chiropractic innovation," says Jamie Greenawalt, senior vice president of Foot Levelers. "We are proud to partner with global leaders in education to elevate the level of care the doctors of the future will provide to their patients."

In addition to backing the state associations and every U.S. and Canadian chiropractic college, Foot Levelers' philanthropic outreach extends across every continent. It has given to emerging chiropractic institutions in Europe, Asia, Africa, South America and Australia. It is equally active locally at its corporate location in Roanoke, Va., recently marking its 10th year as the title sponsor of the Foot Levelers Blue Ridge Marathon and Half Marathon; and giving back regularly to many other area organizations.

Through its dedication to chiropractic care, Foot Levelers has grown from humble beginnings to a world leader in total-body stabilization and overall health. Pioneering chiropractor Dr. Monte Greenawalt began the company in 1952, developing the first pelvic stabilizer from a garage in Dubuque, Iowa. Through the success of his invention, Foot Levelers has continually expanded to serve more doctors, all the while maintaining the generous and faithful giving back that

characterizes its corporate culture.

When natural disasters strike, Foot Levelers has partnered with the Red Cross to channel the generosity and caring spirit of chiropractors to help alleviate suffering. Less than 48 hours after the Sept. 11, 2001 attack on America, Kent Greenawalt had initiated an ambitious [matching-fund endeavor](#) to aid the people affected by the tragedy. His quick action and leadership created a ripple effect across individual doctors and chiropractic organizations, who matched each dollar donated, then forwarded their gifts to be matched again by Foot Levelers. Ultimately, over \$500,000 was raised.

In 2005, tragedy struck again when Hurricane Katrina devastated the Gulf Coast. Foot Levelers once again sprang into action, this time helping to raise over \$540,000 through another successful matching campaign. And just this year, Foot Levelers' [ChiropracticCares](#) campaign contributed to the relief efforts for the deadly tornadoes that hit Kentucky.

Through all this and more, it's clear Foot Levelers will continue to seek opportunities to enhance chiropractic outreach through giving.

NOVEMBER 2022