

# Research Changes Lives

## Be Part of the Movement

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There's no question. One of the most direct ways to help change lives and make a significant difference in the evolution of health care is by becoming involved with Upper Cervical Research.

Whether you are an upper cervical patient or practitioner, you know how profound the impact of this work can be on every level of wellbeing. And now, the UCRF invites you to discover the variety of tools being offered to accommodate your personal style.

**UCRF is inviting people from all upper cervical groups, professions, lifestyles, and perspectives to partner in the effort to open wide the doors to this unique and timely research. This is a critical time in chiropractic progress and we are moving forward as never before. Here is a terrific opportunity to become involved with and informed of the stunning breakthroughs currently occurring within upper cervical chiropractic. UCRF studies are now being published in academic journals and presented at conferences on national and international levels.**

As a non-profit organization, UCRF relies solely on tax-deductible contributions to finance all research. Because of this, our participants play an integral role in our ability to continue to move ahead and to alert the healthcare community and the general public as to our findings.

UCRF research participants also receive exclusive benefits including updates on groundbreaking upper cervical research, invitations to special events, and recognition on our website and organizational materials.

There are many ways to participate, and a number of projects to which you may consider directing your gift. Please visit the UCRF website at [ucrf.org](http://ucrf.org) and the NUCCA website [nucca.org](http://nucca.org) for details regarding all of our programs or call the NUCCA/UCRF office at 800/541-5799.



GET  
INVOLVED!

# 5 DOORS TO RESEARCH SUCCESS

UCRF is proud to announce that we have fully funded our current research commitments and have begun raising funds for 2012.

It's up to you how you want to **GET INVOLVED**, so select a door and open it wide!

## 1 SMALL STEPS TO SUCCESS

Our goal, beginning with the Small Steps to Success campaign is to raise **\$175,000** to fully fund all administrative expenses for the Upper Cervical Research Foundation. This includes staff retainers, website modifications, vendor fees and all extras. ***This annual 30 day funding project begins Monday October 17th and ends Monday November 14th and works by simply asking patients to donate a dollar or more to research as they exit from the office.*** We also have letters available to send or email to those you may not see during this 30 day period, but who are devoted NUCCA patients and would love to participate. Almost everyone can afford a dollar and when simply asked, many patients surprise you with very generous donations.

## 2 GREGORY CIRCLE MEMBERSHIPS

The Gregory Circle has been established as a method of funding our objectives for the enhanced administration of our research, public awareness, and education strategies. While basic membership will enable NUCCA to exist, the Gregory Circle specifically addresses programs that significantly advance and promote quality healthcare. Please go to the NUCCA website at [nucca.org/become\\_member.php](http://nucca.org/become_member.php) for more detail.

## 3 RESEARCH PHILANTHROPISTS

Whether you are an upper cervical practitioner, patient, healthcare provider, or an active citizen of the world, we encourage you to become a Research Philanthropist as a means of being plugged in to UCRF research programs and progress. Please visit the UCRF website for detail at [ucrf.org/research-philanthropist](http://ucrf.org/research-philanthropist).

## 4 PRIVATE DONATIONS

Many of our donors create their own giving programs whether it is a one-time contribution or a regular pattern. UCRF welcomes the support as well as the input from those with interest. Please go to the UCRF website [ucrf.org](http://ucrf.org) to review projects and programs so that gifts can be used in areas of greatest need or for a specific project.

## 5 PRACTICE INNOVATION

For two years running, our annual uniquely formatted Practice Innovation seminars have been incredibly successful. These fast-paced, 24 hour events energize, motivate, and inform upper cervical practitioners as to the inside tips that yield thriving, fulfilling practices. This is about business development, not technique. The program features presenters from a wide range of upper cervical groups who have designed office policies that keep them at the top of our profession. This is a rare opportunity to gather organizational guidelines on business development and sustainability that make doing what we do even more REWARDING! Our 2012 program is in Newport Beach, California February 4th and 5th. All proceeds go to UCRF research.