



# Canadian Chiropractic Research Foundation

Helping Canadians live healthier lives

## Fun(d) Raising Ride/Drive for Chiropractic Research

June 4, 2005

### Background to the CCRF and Fund Raising Ride for Chiropractic Research

The CCRF is a Tax Receipt issuing Charitable Foundation in Canada which funds Chiropractic research in both university and independent facilities. At the present time the agency raises approximately \$175,000 to fund researchers and projects in Canada. Our proudest achievement has been to partner with the Canadian Government through CIHR (Canadian Institutes for Health Research) in funding two research chairs in prestigious faculties: Dr. Greg Kawchuk at the University of Calgary, and Dr. Mark Erwin at the University of Toronto. Both are accredited as world class researchers and published widely in the scientific literature. There are numerous other projects across the country to which the CCRF contributes. See the New Explorers article in the Canadian Chiropractor Magazine, November, 2004 for detailed information.

The goal of the CCRF is to raise funding for excellent researchers to be integrated into the university setting in provinces across Canada, and to provide opportunities to mentor and develop a strong and vibrant culture of investigation to carry the Chiropractic profession through the next century. To this end, we are pursuing numerous initiatives to raise funds to see these goals accomplished. In the past much of the financial support has come exclusively from the profession itself, and well it should. As chiropractors, we have a great interest in a deeper understanding of how the body works. But in a larger sense, there is a huge impact that this knowledge will have on the average Canadian. Studies show that 80% of the population will have an acute episode of back pain, and at any one time 25-30% of adults are experiencing back and neck pain. Billions of dollars are lost from the productivity of Canadian workers each year due to these impairments, and new research will have tremendous value.

Not all the research funded directly applies to the chiropractic profession. Findings may lead to new knowledge in a variety of diverse areas, but we are committed to furthering our understanding of the human neuro-musculo-skeletal system in partnership with existing researchers across Canada.

We have come to see that partnering with others can make this dream a reality. Through matching funding from CIHR two 5-year programs were initiated in the past 2 years. With the assistance of corporations and generous individuals, we hope to expand to 10 projects over the next 5 years.

The ride for Chiropractic Research was initiated by Dr. Eric Jackson as a fund raising event in Ottawa, on June 5, 2004. This was largely because Eric doesn't golf very well, but he does have a motorcycle and an abiding passion for cars. The rest is history. With the assistance of a well seasoned committee of riders and motorcycle dealers, this group raised \$1400 for research in the first ride. We were told that to organize an event and not lose money the first year is remarkable. The details of the ride are available on the web at: [rattlethembones.com](http://rattlethembones.com). Several important lessons were learned. Greatest was to participate in more personal promotion. The web was widely used as a vehicle to announce the ride and create a presence, but that was not influential enough in bringing out large numbers. The committee will attend club meetings and a wider variety of media to inform the public. We have also decided to include cars in the event. This was in response to many who wished to come but didn't ride a motorcycle. We will market to the car clubs and high affinity groups to recruit participants. It also helps to "weatherproof" the event. Finally the chiropractic community of Eastern Ontario is firmly behind the event. Last years ride was awarded the Research Fund Raising Event of the Year by The Ontario Chiropractic Association.

This years Ride/Drive '05 registration will be held at the Goodtime Centre in South Ottawa on June 4, 2005. Departing at 9:30 am, we'll run down to Perth, on to Westport and then down to Gananoque for lunch. In the afternoon the run will be along the beautiful St. Lawrence 1000 Islands Parkway to Brockville, up to Merrickville, North Gower and finally back to the Goodtime Centre for a reception. The total distance is 324 kms, with 4 stops to break up the day. We will again feature the popular Poker Run contest and provide prizes for highest sponsorship raised.

We ask you to consider partnership with the Canadian Chiropractic Research Foundation in the Ride For Research on June 4, 2005. We need media support, volunteers, supplies, encouragement and cold hard cash to make it a success. Will you help?

Thank you for your consideration,

A handwritten signature in black ink that reads "Eric Jackson D.C." The signature is written in a cursive style with a vertical line to the right of the text.

Eric Jackson DC  
Chair Fund Raising Committee  
Canadian Chiropractic Research Foundation



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June 4, 2005

### CCRF RIDE/DRIVE SUPPORTER:

The Canadian Chiropractic Research Foundation is organizing the second annual “**Rattle Them Bones**” fund raising ride and drive on June 4, 2005. The vision and budget for this event is summarized in other documents in the package.

The purpose of this letter is to invite your support for this ride by donating products or services inform the public about the ride and/or to be awarded to participants of the ride. These folks will come from the professional groups targeted in our promotion: chiropractors, dentists, medical doctors and lawyers, as well as from the car clubs: Maita, Corvette, Triumph, MG, Volkswagen and Classic Car groups and motorcycle clubs: Gold Wing, Harley (HOG), BMW, Ottawa Valley Touring, Blue Knights, and the Vintage Road Riders.

There are several levels of sponsorship:

Platinum:	\$500 or greater in cash or gifts in kind
Gold:	\$250-499 in cash or gifts in kind
Silver:	Up to \$249 in cash or gifts in kind

As a sponsor, your logo will be printed on the promotional material including the “[rattlethembones.com](http://rattlethembones.com)” website in the appropriate category. All sponsors will be noted on the participant hand out materials (maps, instructions), as well as in flyers and advertisements promoting the ride.

We look forward to your support of this ride and chiropractic research in Canada.

Yours truly,

Eric Jackson DC  
Chair Fund Raising Committee  
Canadian Chiropractic Research Foundation



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Ride/Drive for Research

*JUNE 4, 2005*

## SPONSORSHIP COMMITMENT

IN SUPPORT OF THE CCRF RIDE FOR RESEARCH 2004

\_\_\_\_\_ (company name)

WILL COMMIT TO PROVIDE:

\_\_\_\_\_  
(DESCRIPTION OF GOODS AND/OR SERVICES )

AT A RETAIL VALUE OF \$ \_\_\_\_\_ CDN.

- WE REQUIRE A TAX DONATION RECEIPT (for goods in kind)  
 WE DO NOT REQUIRE A TAX DONATION RECEIPT

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

SIGNATURE \_\_\_\_\_ DATED: \_\_\_\_\_



# Canadian Chiropractic Research Foundation

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## Rattle them Bones Ride and Drive '05 Fun(d) Raising Event for Chiropractic Research

**When:** June 4, 2005

8:30 am Registration

9:30 am Departure

**Where:**

Goodtime Centre

450 Hunt Club Road West (near Merivale)

Ottawa

**Registration:** Cost \$25 per participant

Sponsorship of over \$150 and you qualify for prizes and ride for FREE!!!

**Poker Run:** Each participant will receive a Poker Card at the check points, and the best hand will win a major prize at the completion of the ride. Door prizes for other categories will also be distributed at the reception following the event.

**The Plan:** This year we are including cars in the mix, and using the "open ride/drive" concept. This "weatherproofs" the event, so you can either ride your bike on a nice day, or drive the route if it's raining. The fun will be a given!

You can choose a group to travel with, or if you are a novice, we'll help pair you up with an experienced "Ride Junkie", or simply enjoy the solitude of the backroads at your convenience.

Depart the Goodtime Centre @ 9:30 am and travel through beautiful Eastern Ontario via Perth and Westport to Gananoque where you can enjoy lunch at your choice of establishments.

Return via the gorgeous 1000 Islands Parkway along the St. Lawrence, up to Merrickville and North Gower to the Goodtime Centre for 5:00 pm.

**Tax Receipts:** The CCRF is a registered Charitable Foundation. Anyone sponsoring a participant with a contribution of \$20 or greater will be provided a Tax Receipt for the full amount.

**Sponsorship:** If you raise over \$150, you ride for FREE!!! Raise over \$300 and you and your passenger are FREE!!! There will be prizes awarded to those raising the largest amount. 1<sup>st</sup> Prize: 1 Week at a Lakeside Chalet at Mt. Tremblant, summer or winter

**Contact:** Dr. Eric Jackson [backdoctor@rogers.com](mailto:backdoctor@rogers.com)  
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