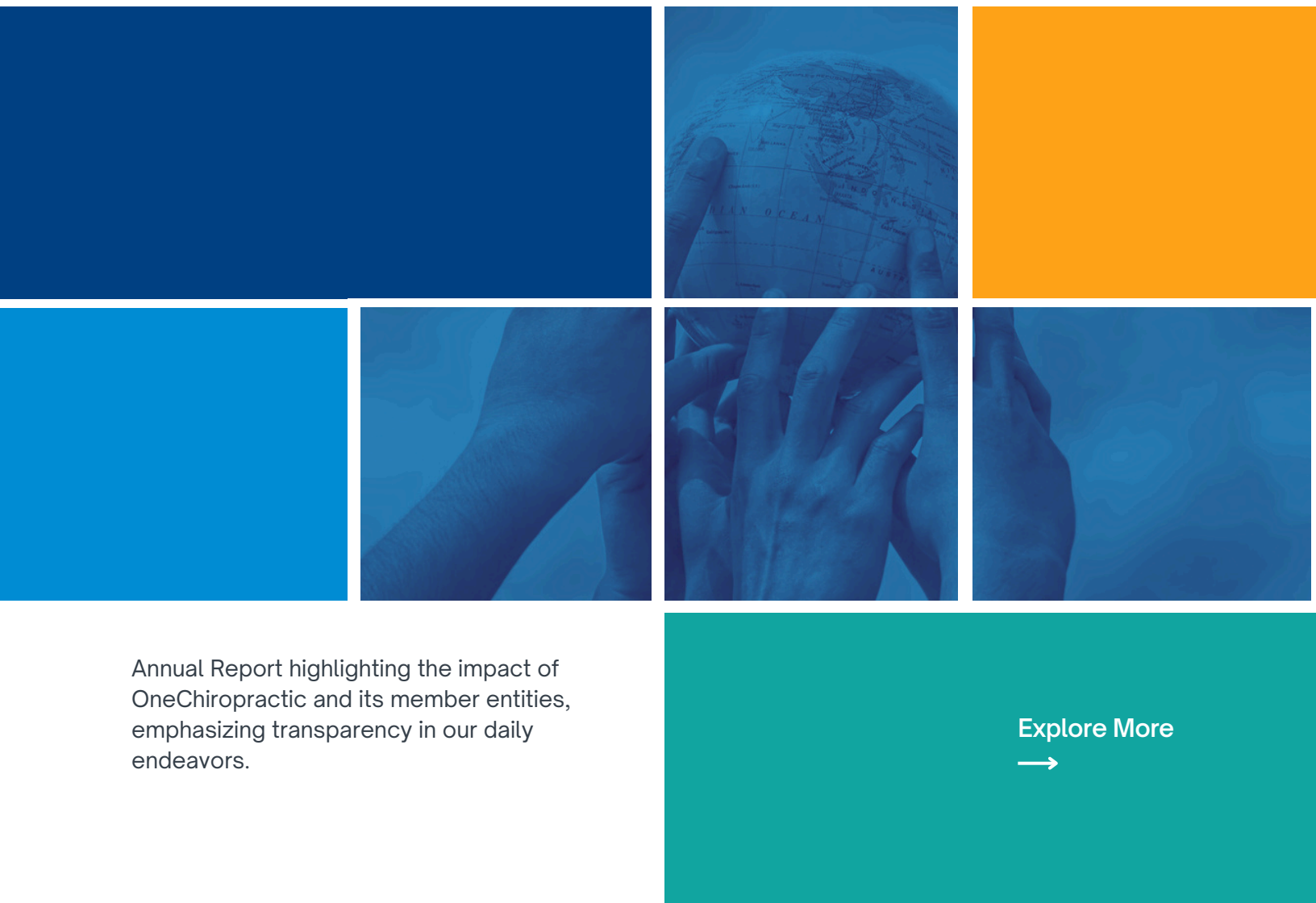




one
chiropractic

IMPACT REPORT



Annual Report highlighting the impact of OneChiropractic and its member entities, emphasizing transparency in our daily endeavors.

Explore More



COVER LETTER

I am pleased to present to you the OneChiropractic Impact Report for the period of January 2023 to December 2023. This comprehensive report is a testament to our unwavering commitment to transparency and accountability in all our endeavors.

Throughout the year, the OneChiropractic remained steadfast in its mission to defend chiropractic rights, advocate for favorable policies, and promote the widespread adoption of chiropractic care. We are excited to share with you the details of our activities, achievements, challenges, and financial utilization during this period.

In this Impact Report, you will find a detailed breakdown of our financial overview, including total funds raised and the allocation of expenses across key areas such as legal defense, policy advocacy, education, and outreach. Additionally, we have highlighted our major accomplishments in each of these areas, demonstrating the tangible impact of your support.

While we celebrate our successes, we also recognize the challenges we faced and the opportunities they present for growth and improvement. Our commitment to overcoming obstacles and driving positive change in the chiropractic profession remains unwavering.

I invite you to review the enclosed Impact Report at your convenience. Your continued support and feedback are invaluable to us as we strive to advance our mission and serve the chiropractic community to the best of our ability.

Thank you for your ongoing dedication to the chiropractic cause. Together, we can make a meaningful difference in the lives of practitioners and patients alike.

With warm regards,



Sharon Hoag



COMPANY INFORMATION



OneChiropractic.org

Company Name:

OneChiropractic

Date of Inception:

August 2021

5730 Traditions Drive
New Albany, OH
43054
740-398-3611

Member Entities

- Chiropractic Defense Council
- Health Missions
- Operation Backbone

onechiropractic.org

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OUR VISION



OneChiropractic holds a steadfast belief in the potential of chiropractic care to lead the future of healthcare. **Our vision is for chiropractic to become the #1 healthcare choice globally.** To achieve this, we are dedicated to protecting, promoting, and advancing the profession, ensuring that chiropractors everywhere have the support and resources they need to thrive.

The OneChiropractic shares in this commitment, focusing on safeguarding the rights and privileges of the chiropractic community. Together, with your support, we are making significant strides towards our vision.

ONECHIROPRACTIC | OUR MISSIONS

At the OneChiropractic, our overarching strategy is focused on advancing and defending the chiropractic profession globally.



The Chiropractic Defense Council provides legal and policy for practicing chiropractors and acts on their behalf when their rights are infringed upon.



Health Missions is charitable 501(c)3 supporting the global expansion of chiropractic and bringing this vital form of healing to underserved communities across the globe.



Operation Backbone is both lobbying for the inclusion of chiropractors to serve as commissioned officers in the US military and creating a free online resource for providers to better support America's veterans

COMPANY STRATEGY & STRATEGIC POLICY

We aim to achieve this through a multi-faceted approach that encompasses legal defense, policy advocacy, education, and outreach.

Our strategy is guided by the following key principles:

- **Legal Defense:** We are committed to providing comprehensive legal support and representation to chiropractors facing legal challenges. This includes defending practitioners against regulatory overreach, advocating for fair treatment in legal proceedings, and ensuring their rights to practice freely are protected.
- **Policy Advocacy:** We actively engage with policymakers at the local, state, and national levels to advocate for policies that promote the recognition and integration of chiropractic care into mainstream healthcare systems. This involves lobbying for favorable legislation, advocating for fair reimbursement rates, and combating discriminatory practices.
- **Education and Outreach:** We believe in the power of education to raise awareness about the benefits of chiropractic care and combat misinformation. Through educational programs, seminars, webinars, and social media campaigns, we aim to educate the public, healthcare professionals, and policymakers about the value of chiropractic as a safe, effective, and essential healthcare option.
- **Transparency and Accountability:** Transparency is paramount in all our operations. We are committed to providing our supporters with clear and comprehensive information about our activities, achievements, challenges, and financial utilization. By fostering a culture of accountability, we aim to build trust and credibility within the chiropractic community and beyond.
- **Collaboration and Partnerships:** We recognize that achieving our mission requires collaboration with like-minded organizations, stakeholders, and individuals. We actively seek out strategic partnerships and alliances to amplify our impact, share resources, and advance common goals in the field of chiropractic.
- **Continuous Improvement:** We are dedicated to continuously evaluating and refining our strategies and tactics to adapt to changing circumstances and emerging challenges. By fostering a culture of innovation and learning, we aim to stay ahead of the curve and remain effective in achieving our mission.

STATEMENTS OF FINANCIAL POSITION

Our commitment to transparency at OneChiropractic

At OneChiropractic, we are proud to operate as a 501(c)(6) nonprofit organization dedicated to the advancement and protection of the chiropractic profession. Our commitment to our donors and the chiropractic community is paramount, and we understand the importance of trust and transparency in fulfilling our mission.

Your Contributions at Work

We recognize the importance of every contribution and are committed to ensuring that your generosity is directed effectively towards our shared goals.

To this end:

- 100% of Individual Contributions are allocated towards retaining our top-tier team of experts who are at the forefront of defending and advocating for chiropractors worldwide.
- Administrative Costs are fully covered by substantial donations from businesses and organizations that endorse our vision, ensuring that individual contributions are maximally utilized towards our advocacy efforts.
- Our pledge from the beginning has been 100% transparency. Quarterly Financial Statement can be viewed at: defendchiropractic.org/quarterly-financials/

INCOME & EXPENSES

2023 Income	
Total Contributions	\$1,135,052
Total Expenses	\$1,010,567
Net Profit/Loss	\$124,485

Income by Country:	
USA	\$425,345
AUS	\$275,132
CAN	\$263,850
NZ	\$60,456
Other	\$110,269

Expense Break Down:	
Legal	\$529,344
Administrative	\$153,269
Lobbyist	\$120,000
PR	\$85,672
Travel	\$51,120

CONTRIBUTORS

Our model relies on numerous individuals contributing a small monthly amount to ensure OneChiropractic maintains ongoing resources to protect, defend, and advance chiropractic. While the immediate threat of COVID-19 may have diminished, the ongoing need persists to safeguard the profession from opposition seeking to erode the inalienable rights of chiropractors.

	Net Contributors
Australia	435
New Zealand	80
Canada	652
United States	948
South Africa	21
Other	70
	2206

TIMELINE

- August 2021**
 First vaccine mandate and shutdowns
- November 2021**
 All 7 states that mandated, we had 100% success rate remained in practice without fines or shutdowns
- December 2021**
 Australian and New Zealand reached out and we deployed
- January 2022**
 Canada deployment due to the threat of mandates and paid the majority of the legal fees for coalition
- 2022**
 The year of fighting mandates
- 2023**
 Censorship issues with marketing, 26 won cases
- February 2024**
 Removal of restrictions against treating pediatric patients under the age of 2

Since the introduction of the first vaccine mandate and associated shutdowns in August 2021, OneChiropractic has faced significant challenges that impacted our contributor numbers. Despite these hurdles, we achieved a 100% success rate in all seven mandated states by November 2021, ensuring that our practices remained open without incurring fines or shutdowns. This achievement was followed by strategic expansions, with deployments to Australia, New Zealand in December 2021, and Canada in January 2022, where we also took on a significant portion of the legal expenses faced by the local chiropractic community.

By January 2022, our efforts had rallied 4000 contributors, but the ongoing battles against mandates throughout 2022 and marketing censorship issues in 2023—which resulted in 26 legal victories—placed a strain on our resources and support base. This series of challenges, combined with the evolving healthcare landscape, led to a decline in our contributor count to 2200 by early 2024, despite a significant policy win in February 2024 that lifted restrictions on treating pediatric patients under the age of two.

These fluctuations in our supporter base underscore the critical need for continued advocacy and the importance of community engagement to navigate and overcome regulatory challenges effectively. As we move forward, reinforcing our contributor network will be essential to sustain and advance our mission of protecting and promoting chiropractic care globally.

BY THE NUMBERS



As staunch advocates of chiropractic worldwide, we serve diverse markets and stand as the primary defense against movements that endanger the broader practice of chiropractic.

Even with your generous support, the need still grows to defend the profession you have dedicated your life to. Every case won, is a win for you. **Every case we cannot pursue marks another victory for those that wish to strip the profession of its reach, impact and longevity...**

8

Countries Represented

958

Cases Requesting Defense

756

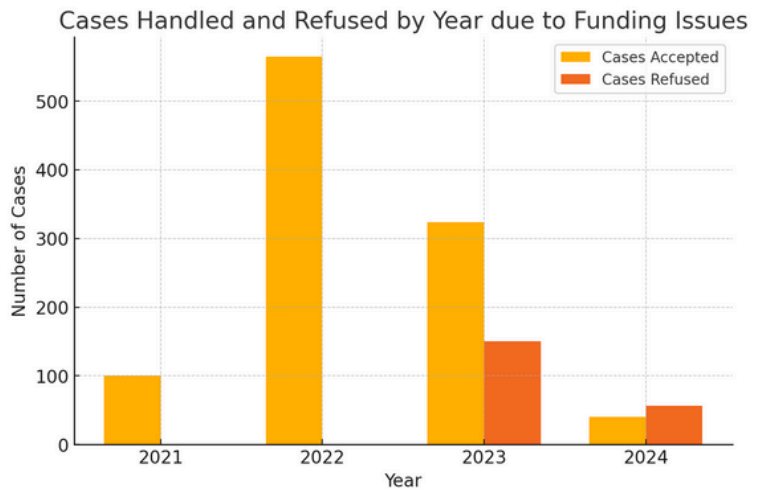
Legal & Policy Victories

202

Cases We Had to Deny

FUNDING IMPACT

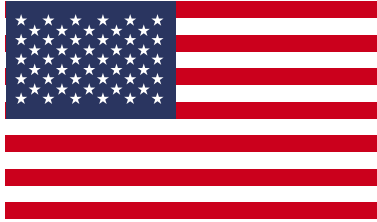
OneChiropractic has successfully managed legal challenges facing the profession, winning all cases in 2021 and 2022. However, financial constraints in 2023 and 2024 forced us to decline 150 and 56 cases, respectively. This underscores the urgent need for increased funding to continue our robust defense of chiropractic practitioners worldwide.



The following pages outline key contributions made defending chiropractic in markets across the globe >>>



UNITED STATES OF AMERICA



Advocating for Chiropractic Excellence in the USA

Legislative Achievements

Chiropractic Pilot Project Initiative

- **Proposal and Approval:** Introduced proposed language to the National Defense Authorization Act (NDAA) to initiate a Chiropractic Pilot Project aimed at enhancing the wellness of military personnel. This initiative successfully passed in the House of Representatives, reflecting significant legislative support.
- **Senate Update:** Despite strong advocacy efforts, the proposal was withdrawn during Senate reviews. Plans for revisiting this initiative are underway, with strategies being developed to ensure future success.

Legal Advocacy

Class Action Against Insurance Claw Backs

- **Action Initiated:** Launched preparations for a class action lawsuit targeting unjust claw back practices by insurance companies. This pivotal legal move aims to defend fair treatment and reimbursement practices for chiropractic services, setting a precedent for nationwide policy.

Standardization Efforts

Uniformity in Animal Chiropractic Care

Language Standardization: Spearheaded efforts to standardize terminology and practices for animal chiropractic care across the United States. This initiative promises to enhance regulatory clarity and professional consistency in this growing field.

Collaborative Development | Strengthening Professional Ties

- **New Partnerships:** Engaged in strategic meetings with key organizations to foster collaboration and unify efforts within the chiropractic profession. Notable collaborations include:
 - Foundation for Chiropractic Progress
 - The Chiropractic Summit
 - The Federation of Chiropractic Licensing Boards
 - The Chiropractic Strategic Plan
 - Community Engagement
 - National Presence
- **Events and Representation:** Participated in numerous events across the country, enhancing OneChiropractic's visibility and influence. These engagements provided valuable opportunities for advocacy, professional networking, and public education about the benefits of chiropractic care.

CANADA



Promoting Chiropractic Integrity and Advocacy Across Canada

Challenging X-Ray Policy

- **Conflict with Regulatory Body:** Engaged in a dispute with the Chiropractic College of British Columbia regarding a contentious x-ray policy deemed not in the best interest of patients and practitioners. Efforts are ongoing to revise this policy to better align with evidence-based practices.

Opposition to Bill 36

- **Legislative Resistance:** Actively opposed the language of Bill 36 in British Columbia, which threatened to diminish providers' rights. Through strategic lobbying and public engagement, we are working to safeguard these rights against restrictive legislative changes.

Legal Advocacy

Ontario Regulatory Overreach

- **Extended Legal Battle:** Faced a prolonged legal conflict with the Chiropractic College of Ontario concerning issues of regulatory overreach. This significant legal effort aims to balance regulatory authority with the practical realities of chiropractic practice.

Victory in Alberta

- **Certification Responsibility:** Successfully resolved a dispute with the Alberta College regarding their obligations to certify chiropractic equipment. This victory ensures better support for chiropractors in meeting compliance standards.

National Engagement Canada-Wide Presence

- **Events and Representation:** Maintained a robust presence at various events throughout Canada, enhancing the council's visibility and influence. These engagements have been crucial in spreading awareness, fostering professional connections, and advocating for the chiropractic community's interests.

AUSTRALIA



Strengthening Chiropractic Practice and Advocacy in Australia

Policy Reformation

Pediatric Adjustment Policy Change

- **Policy Impact:** Successfully influenced the chiropractic board to amend the pediatric policy by removing the restrictive "2 and under" clause, which limited high amplitude low velocity adjustments for children aged two and under. This change was achieved through collaborative efforts with multiple organizations within Australia, enhancing the practice scope for pediatric care.

Legal Successes

Defense Against AHPRA Complaints

- **Case Victories:** Defended and won over 25 cases involving unjust complaints filed by AHPRA, primarily concerning advertising practices. These successes have significantly aided chiropractors in maintaining their professional standing and marketing freedoms.

Operation Free Speech

- **Initiative Launch:** Introduced "Operation Free Speech" to counteract pervasive censorship issues and empower chiropractors to share their expertise and experiences without fear of regulatory repercussions. This campaign includes distributing materials and resources in collaboration with various partners to bolster the community's confidence in their public and professional expressions.

Restraint of Trade Legal Action

- **Government Lawsuit:** Initiated steps to bring a restraint of trade lawsuit against the Australian government. This action is prompted by what are seen as unjustified policies and recommendations by AHPRA and Safer Care Victoria, aiming to protect chiropractic practice rights against governmental overreach.

Defense of Unvaccinated Chiropractor

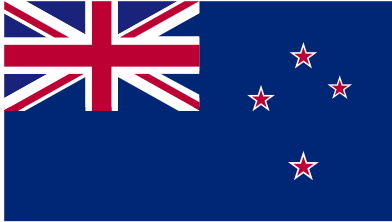
- **Notable Legal Victory:** Achieved a significant win in defending an unvaccinated chiropractor who was targeted by governmental actions. This case, which extended over a year, highlighted our commitment to defending the legal rights and professional autonomy of chiropractors under challenging circumstance.

Community Engagement

Engagement and Outreach

- **Australian Visits:** Visited Australia twice to conduct townhalls and speak at various events across the country. These visits have been crucial for engaging with the chiropractic community, discussing current issues, and strategizing on future advocacy efforts.

NEW ZEALAND



Advocating for Chiropractic Freedom & New Collaboration in New Zealand

Legal Advocacy

Defense of Unvaccinated Chiropractors

- **Ongoing Cases:** Continued to represent five chiropractors facing challenges due to their non-vaccinated status amid the pandemic. Successfully defended two of these cases, with three still actively contested. These efforts underscore our commitment to supporting chiropractic professionals through complex legal and regulatory landscapes.

Initiatives

Operation Free Speech

- **Campaign Expansion:** Extended the "Operation Free Speech" initiative to New Zealand, aiming to dismantle censorship barriers and empower chiropractors to communicate openly about their practices and beliefs. This movement seeks to reinforce the profession's autonomy and public engagement.

Collaborative Efforts

Strengthening Defense Mechanisms

- **Partnership with National Association:** Collaborated with the national chiropractic association in New Zealand to develop a more unified and effective defense system for chiropractors. This strategic alliance enhances support structures and advocacy resources available to the chiropractic community.

Community Engagement

Outreach and Education

- **Town Hall Meetings:** Conducted multiple town hall meetings across New Zealand, providing a platform for discussion, education, and strategic planning. These visits have been pivotal in strengthening community ties and addressing pressing issues directly with practitioners and stakeholders.



HEALTH MISSIONS

Twenty years ago, Dr. Joe Esposito founded Health Missions with a dream to make chiropractic care accessible worldwide. In 2023, this vision took a monumental leap forward when Health Missions joined forces with OneChiropractic. As a board member of OneChiropractic, Dr. Esposito is excited about the unified impact this partnership brings to amplify Health Missions' efforts globally.

Let's Make an Impact Together

Help us bring chiropractic care to underserved communities worldwide. Whether you're joining as an individual or with your entire team, we can accommodate groups of all sizes to create a memorable, impactful experience.

Integration with OneChiropractic

- **Joining Forces:** OneChiropractic took over Health Missions' operations in 2023, adding it to its member entities.
- **Rebranding & Expansion:** The rebranded foundation is now an integral part of OneChiropractic's efforts, focused on building a foundation for chiropractic care worldwide.

Upcoming Mission Trips

May 2024 - Medellin, Colombia

The first post-COVID mission will embark in Medellin, Colombia. Key highlights include:

- **Special Needs Event:** Providing care to special needs children and their caregivers.
- **Coffee Plantation Outreach:** Offering chiropractic services to coffee plantation workers and sharing a freshly brewed cup of coffee from the fields.
- **Commercial Flower Fields:** Bringing relief to flower pickers dedicated to the art of floriculture.

2025 Missions:

Two mission trips are planned for 2025.

Core Purpose & Impact

- **Connecting with Leadership:** Collaborating with local leadership and governments to build sustainable chiropractic infrastructure.
- **Empowering Communities:** Providing underserved communities with chiropractic care and education to improve their quality of life.
- **Expanding Reach:** Using OneChiropractic's tools and resources to make chiropractic the #1 healthcare choice globally.

Join Us for Future Missions

Although the May 2024 trip is currently full, you can still join future mission trips with Health Missions!

- **Learn more:** HealthMissions.net

WHEN **YOU** ARE ONE, **WE ARE 10,000**

10,000
chiropractors
moving in one
direction is an
unstoppable
force.

This statement captures the essence of our collective strength.

Currently, only 1% of chiropractors are actively engaged with OneChiropractic, which champions legal and policy initiatives crucial to protecting the profession from overreach, censorship, and severe penalties that impede your ability to care for patients.

Localized issues can quickly become global threats, affecting chiropractors everywhere—from restricted x-ray access in British Columbia to censorship issues in Australia. These precedents influence the entire profession.

OneChiropractic serves as your steadfast protector, tirelessly advocating on your behalf. Your support, through a modest contribution of just \$33 a month, empowers us to continue this vital work, allowing you to concentrate on patient care.

With rising legal costs and pending cases, the need for support has never been more urgent. We defend your right to provide chiropractic care, and together... we can be an unstoppable force.

Scan the QR Code or Visit:

defendchiropractic.org/how-you-can-help/



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THANK YOU

OneChiropractic's future include expanding our reach, deepening community engagement, and advancing research and education in chiropractic care. With continued support from the profession and our partners, we can continue to protect the profession, elevate chiropractic care and fulfill our mission of pmaking chiropractic the number 1 choice in healthcare.

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