

Dr. John E. Upledger Foundation  
11211 Prosperity Farms Rd  
Palm Beach Gardens, FL 33410  
561-622-4588  
[www.Upledger.org](http://www.Upledger.org)

# ANNUAL REPORT

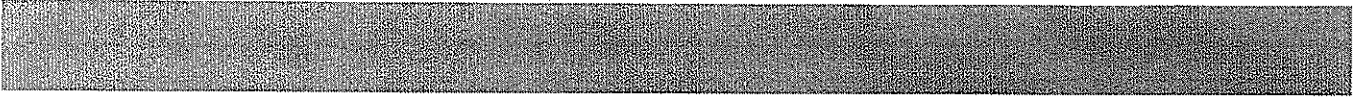
FY 2014

*Dr. John E. Upledger Foundation*  
*"Hands On" Hope*

# TABLE OF CONTENTS

## Contents

To Our Directors and Contributors	1
Financial Statements	5
Notes to Financial Statements	7
Independent Auditor's Report	8




## To Our Directors and Contributors

### STRATEGIC HIGHLIGHTS

2014 was a year of reimagining. Once we received our exempt status from the IRS, we were able to jump right in to two strategic projects that will shape our focus in 2015. The first was the Ricky Williams Concussion Pilot Program and the second, the development of the Foundation Website. The Concussion program served the reinitiating of three important foci, Intensive Programs (IP) at the UII clinic, CST research and documentation of Dr. John Upledger's contribution to health care. Twenty highly qualified therapists, representing both Upledger and Barral Institutes converged from the US, Canada and Australia. The group was carefully chosen to form an integrated therapeutic team to treat five former NFL players suffering from sports related injuries, including concussions. Under the direction of Gail Wetzler, the Curriculum Director and ombudsman of the Barral institute, several gold standard assessments were chosen to objectively assess the efficacy of the treatment protocols for the clients. Each player was tested prior to, immediately after and four weeks after their treatment. These results will be the evidentiary data for a pilot research study potentially validating the benefits of CST and other adjunctive modalities. The leadership team consisted of Dr. Robert Boltuch (Medical Director), Dee Ahern and Chas Perry (Program Directors) and Gail Wetzler (Research Director). The Foundation underwrote the project expenses and both the therapeutic and leadership teams donated their time and service. The entire pilot program was captured on high quality video by a professional production team (McKeown Enterprises), resulting in a cache of promotional and documentary material to be utilized in several 2015 Foundation projects.

The JEUF website was recently launched and will serve as a cost effective and efficient tool for awareness, education, promotion and fundraising for the Foundation. Supported by the IAHE power software system NetSuite, the website serves as a portal to the Foundation's operations. We are able to communicate, track, record keep and analyze data effectively and efficiently, thus keeping manpower costs to a minimum. All other sponsoring or affiliated websites and print material will drive traffic to the JEUF website where potential donors can learn about our programs and initiatives and donate online to designated Foundation funds. The website highlights the Heal it Forward Network, the Intensive Programs including the Ricky Williams's Pilot Concussion Program, the Dr. John E. Upledger documentary "Touch" (produced by Say Yes Quickly Arts and Media) and the development of a JEUF historical library of Dr. John's impact and legacy.



## FINANCIAL HIGHLIGHTS

An overview of 2014 financial statements shows sources of funds from IAHE of \$43,141.99 and donations of \$10,786.16 from various individuals and Foundations (including the proceeds from the 2012 Dr John memorial celebration) totaling income of \$ 53,959.15. The primary expenditures were executive compensation of \$24,000.00, Pilot underwriting \$20,012.07 and documentary shoot expenses at the Dolphin Intensive in the Bahamas of \$13,000.00. The Foundation acted as an agency of record for a pass through contribution of \$5000.00 resulting in an expenditure of \$4,750.00 to Zero Balancing Health Association. Total expenses were \$61,796.02 resulting in a net loss of \$7,836.87. The Foundation is carrying an account payable to Travel Concierge of \$8,000.00 related to the Bahamas shoot for the documentary footage.

## OPERATING HIGHLIGHTS

Last year was primarily focused on administrative set up; reconstruction of all IP paperwork and systems, donor lists and therapist resource pools. Operation of the Concussion Pilot Program and participating in an Integrative Intentions Comprehensive Therapy Program were key to developing a clear concept and vision for the UII Clinic intensives that the Foundation will fund. Markus Koch, one of the five former NFL clients treated at the RW Concussion Pilot has volunteered to be our Community Outreach Coordinator. He jumped in with two feet and enrolled in CST1 immediately (he is a body worker already). He brings a unique ability to access pro player clientele directly. We also partnered with the George Visger Group and The Ricky Williams Foundation. We cultivated a professional grant writer to search out specific grant opportunities for veterans, children on the autism spectrum and other identified groups in need. I am assisted on projects by Judy Beaupre.

## LOOKING AHEAD

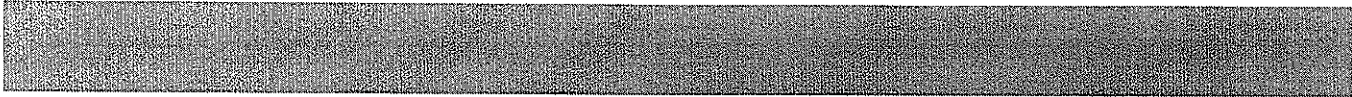
We will kick off the New Year with Dr. John's Birthday celebration "Wine Cheese and Memories" on February 10, 2015. This is our first official Foundation fundraiser. We invited over 6000 friends of Dr. John to come and share their memories of him on video or send in video if they cannot attend. Of course we will also direct them to the website for a look and a donation. The collected video will be used to supplement the documentary footage and create the video library. The newsletters will have a Foundation column going forward to update therapists on our events and encourage them to participate in our fundraising efforts. There is so much love and devotion for Dr. John in the therapeutic community that if each person gave a small amount monthly, we could fund so much healing.

Partnering with local Non Profits will continue to be a major focus. We are presenting at the Autism Society's annual initiative conference on February 7, 2015. We hope to participate in Autism Speaks walk next year. We are meeting with Hospice to identify collaborative projects and we will reach out to the V.A. in the New Year. We have identified Quantum Foundation as a potential grant resource as they fund healthcare initiatives. We will design a campaign to cultivate large donors from the clientele of our therapists. This is a delicate matter, however, if someone has been helped by CST they may be willing to provide funds for those who can't afford therapy. We will need to develop a collateral piece for this high level ask.

Promotional items and Foundation gifts are a great way to publicize the work of the Foundation. We will develop a line of Foundation gifts to be purchased with the resulting profits funding the foundation. I envision a line of product ranging from inexpensive pins to custom necklaces of silver and gold in the shape of the still point hands position. Glass paperweights enclosing still point hands and other like items can be manufactured in China at reasonable cost.

John Matthew has suggested that we initiate an advisory board headed by Chas Perry. Chas would like his first task to be recruitment of a team to develop the Dr. John Upledger Library.

The Foundation will be represented at Beyond the Dura by myself, Markus Koch, the RW Concussion Pilot leadership team and several participating therapists.



Tracey Etelson  
Foundation Director  
January 19, 2015



# Financial Statements

## JEUF Income Statement - Cash Basis

### From Jan 2014 to Dec 2014

Options: Cash Basis, Activity Only

Cost of Goods Sold calculations are currently in progress. Transactions on or after 1/1/2008 may be affected. The values on this report may be incor

Financial Row	Amount
---------------	--------

Ordinary Income/Expense	
-------------------------	--

<input type="checkbox"/> Ordinary Income/Expense	
<input type="checkbox"/> Income	
<input type="checkbox"/> 4000 - Sales	
<input type="checkbox"/> 4020 - Product Sales	
4021 - Apparel	\$31.00
<b>Total - 4020 - Product Sales</b>	<b>\$31.00</b>
4068 - JE Upledger Foundation General Fund	\$10,786.16
4069 - Foundation, JEU Income from IAHE	\$43,141.99
<b>Total - 4000 - Sales</b>	<b>\$53,959.15</b>
<b>Total - Income</b>	<b>\$53,959.15</b>
<input type="checkbox"/> Cost Of Sales	
<input type="checkbox"/> 5000 - Cost of Goods Sold	
<input type="checkbox"/> 5100 - Product Costs	
5105 - Product Purchases	\$370.08
<b>Total - 5100 - Product Costs</b>	<b>\$370.08</b>
<input type="checkbox"/> 5200 - Seminar Costs	
<input type="checkbox"/> 5210 - Marketing	
5220 - Advertising	\$10,000.00
<b>Total - 5210 - Marketing</b>	<b>\$10,000.00</b>
<input type="checkbox"/> 5275 - Meeting Site Expenses	
5277 - Catering	\$1,140.97
5280 - Sleeping Accommodations	\$3,069.15
<b>Total - 5275 - Meeting Site Expenses</b>	<b>\$4,210.12</b>
5296 - Supplies	\$167.45
5310 - Travel	\$5,264.42
<b>Total - 5200 - Seminar Costs</b>	<b>\$19,641.99</b>
<b>Total - 5000 - Cost of Goods Sold</b>	<b>\$20,012.07</b>

<b>Total - Cost Of Sales</b>	<b><u>\$20,012.07</u></b>
<input type="checkbox"/> <b>Gross Profit</b>	<b>\$33,947.08</b>
<input type="checkbox"/> <b>Expense</b>	
<b>-6000 - Expenses</b>	
<u>6650 - Independent Contractors</u>	<u>\$24,000.00</u>
<u>7400 - Taxes - Other</u>	<u>\$33.95</u>
<b>Total - 6000 - Expenses</b>	<b><u>\$24,033.95</u></b>
<u>6206 - Contributions</u>	<u>\$4,750.00</u>
<u>6916 - Foundation, JEU Documentary</u>	<u>\$13,000.00</u>
<b>Total - Expense</b>	<b><u>\$41,783.95</u></b>
<input type="checkbox"/> <b>Net Ordinary Income</b>	<b>(\$7,836.87)</b>
<input type="checkbox"/> <b>Net Income</b>	<b>(\$7,836.87)</b>





## Notes to Financial Statements

### ACCOUNTS

The Foundation has no assets or investments at this time

### DEBT

The Foundation has no long term debt and one account payable in the amount of \$8,000.00 to Travel Concierge.

### GOING CONCERN

The Foundation is a private corporate operating foundation supported by IAHE. Ongoing administrative expenses are underwritten by IAHE. All Foundation programs must be self-sustaining or supported by donations.

### CONTINGENT LIABILITIES

There are no contingent liabilities at this time.

## Independent Auditor's Report

The JEUF has engaged the CPA firm of Anderson, Azeredo and Lioce, CPA's and associates, P.A. Palm Beach Gardens, to provide audited financials when required and tax services. Celeste Lioce will be our direct contact.

Dr. John E. Upledger Foundation  
11211 Prosperity Farms Rd  
Palm Beach Gardens, FL 33410  
**Tel** 561-622-4588  
[www.Upledger.org](http://www.Upledger.org)

