



## **MEDIA RELEASE**

### **United Chiropractic Association announces partnership with foodbank charity The Trussell Trust**

UCA chiropractors across the UK will be donating a day's work to the Trussell Trust's foodbank network, in a new campaign being launched in time for Christmas 2013.

The Care and Share in the Community campaign by the United Chiropractic Association will see members give their services to clients in return for a donation of food for their local foodbank.

The UCA, which has some 500 members, announced the campaign after becoming partners with The Trussell Trust, which has grown 380 of the UK's foodbanks.

The Care and Share in the Community day takes place on Tuesday 3 December, when instead of receiving payment for care, UCA chiropractors taking part in the campaign will receive food on the Trust's 'shopping list' up to the value of the care. They will then deliver the items to their local foodbank. Patients can donate money if they prefer. The simplest way is via text - text FBUK13 plus the amount £1, £2, £3, £4, £5, or £10 to 70070 e.g. FBUK13 £10 to 70070.

President of the UCA, Kevin Proudman said: "The foodbank network is a great charity for us to be supporting. From our point of view, healing isn't just about individuals; it's about healing in society and this campaign is one of the ways that we can help towards that.

"This is a big contribution that our members will be making to their local community and we're delighted to be involved in this way."

In 2012-13 foodbanks fed 346,992 people in the UK. Of those helped, 126,889 were children. According to the Trussell Trust, rising costs of food and fuel combined with static income, high unemployment and changes to benefits are causing more and more people to turn to foodbanks for help. One in five people in the UK – that's 13 million – are currently living below the poverty line and the Trust's ultimate goal is for every town to have a foodbank to help those in need.



Mark Ward, head of fundraising at the Trussell Trust, welcomed the link-up with the UCA: “We love working with national organisations such as the United Chiropractic Association because it enables us to get the message across nationally so we can reach more people. We need to make as many people as possible aware of the foodbanks and what they can do to help.

“The situation is actually getting worse,” he added. “We fed 100,000 people in a two-month period this summer – and that’s at a time when there is less pressure on heating bills. This is a tough time for a lot of people in our communities.

“The fact that the UCA campaign day is just before Christmas is also helpful because there are additional pressures on foodbanks at that time and people have the ‘heat or eat’ dilemma. Plus it’s a time when people are thinking about what Christmas holds for them and they stop to consider other people in the community. So what the UCA is doing in December will put those in need in the community into people’s minds.”

UCA Executive member Marc Muncila said: “Chiropractors should take an active role in improving the health of their community and this campaign does exactly that.

“Supporting The Trussell Trust in this way is a fantastic contribution to the community and I’d encourage our chiropractors to get involved.”

<http://www.united-chiropractic.org/>

<http://www.trusselltrust.org/foodbank-projects>