







OPERATING STATEMENT | FISCAL YEAR 2008-2009

GUIDING PRINCIPLES

THE FOUNDATION

UPHOLDING the principles of philanthropy.

CONTRIBUTING to the understanding and appreciation of massage therapy.

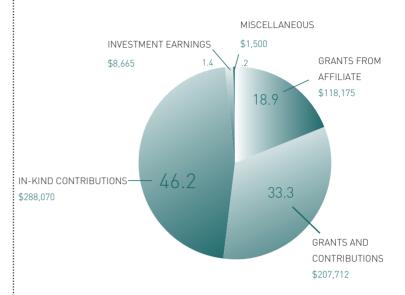
INCREASING the Foundation's influence, credibility, and visibility in health and wellness.

SUSTAINING the Foundation's organizational effectiveness. FOSTERING the spirit of collaboration.

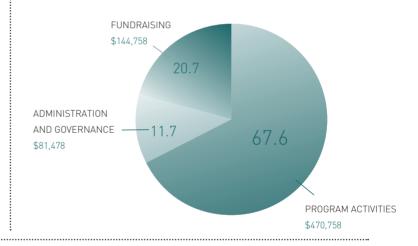
GOALS

- 1 Advance research on therapeutic massage and bodywork.
- 2 Foster massage therapy initiatives that serve populations in need.
- 3 Promote research literacy and capacity in the profession.
- 4 Support the evidence-informed practice of therapeutic massage and bodywork based upon available research, client factors, and practitioner experience and judgment. 5 Fortify the Foundation's
- financial resources and organizational effectiveness.

REVENUES



EXPENSES



EXECUTIVE SUMMARY

Operational and Programmatic Highlights - In 2008, the Foundation was pleased to grant an all-time record of more than \$137,000 to fund five research and nine community service grants. We also chose to sponsor two important conferences; the 2009 Fascia Congress and the 2009 North American Research Conference on Complementary and Integrative Medicine (NARCCIM). Although our support of these conferences was not budgeted for, we felt our participation as a sponsor was vital. Additionally, the board of trustees voted to host both a Best Practices Symposium and a second Highlighting Massage Therapy in CIM Research conference, which will take place in Seattle, May 2010. In August 2008 we launched the International Journal of Therapeutic Massage and Body

work, and lastly, we maintained our case report contest activities.

Revenue and Losses - 2008 was a year most investors would prefer to forget. The MSCI World Index fell by 40%, representing the weakest annual performance since the index started in 1970. The 39% fall in the S&P 500 was the worst since 1931.* As such, the Foundation's investment portfolio suffered a \$110,846 (42.8%) decline in value for the fiscal year ending February 28, 2009. We also took a \$72,267 loss in operations due in part to our support of the Fascia and NARCCIM conferences. Another contributor to operational losses was a decline in fundraising dollars, particularly in the area of corporate support. Several regular corporate supporters had to lower their contributions, and some were forced to cut their donation entirely.

On the positive side, support from individuals exceeded our goal by \$10,000 which speaks to their level of commitment.

The Massage Therapy Foundation takes its financial health very seriously and the staff, finance committee, and board of trustees closely monitor the ongoing operational budget as well as the safety of our investments. As we trim our budget and revise our spending strategies, we remain hopeful for a better year in 2009–2010 as we have already seen a sharp increase in our investment portfolio in the first quarter.

*source: Citigroup Global Markets 2009 Global Equity Outlook – January 7, 2009



FROM THE PRESIDENT

Dear Friends and Colleagues.

A common question for non-profit organizations today is, "How are we doing financially?" Due to our conservative investment plan, careful spending, and loyal donors, the simple answer is, "Things are not as bad as they could be, but they could be better."

Several of the Massage Therapy Foundation's 2008 fundraising campaigns exceeded their targets. Others, however, fell substantially short of goals that were moderately set based on pledges and previous trends. While our funds for granting are determined by the previous year's fundraising totals, our operating expenses are calculated during the year spent, causing us to fall slightly short of our budget. Our modest reserves will compensate for our shortfall this year, but this is not a long-range solution and our resilience over the next few years will depend on our ability to rethink our financial and program strategies as well as our community-building efforts.

We are blessed with board members, staff members, supporters, and volunteers who have already risen to the challenge and are finding ways to adapt and thrive in the current economic environment. We have identified new funding sources and have reduced spending in thoughtful ways. One result is that you might not see me at your convention or conference. Instead, a number of trustees have volunteered to attend conferences and conventions local to them, sparing the Foundation the travel expenses related to this type of outreach.

We recognize that reducing money for research and community service granting is not an ideal way to address the financial stress. Our work is vital: research on massage therapy is critical for inclusion in the changing health care system and community outreach offers relief to people in need. Our 2008 grants are exploring public health issues like diabetes and childhood obesity, and serving people living on the streets, in orphanages, and on reservations.

That said, due to exceptional fundraising totals in 2007, 2008 represents our largest granting year to date, with \$100,000 designated to massage research, \$40,000 to community service projects, and \$20,000 for the student and practitioner case report contests. But because we were not able to meet our fundraising goals for 2008, we are not able to sustain this level of granting in 2009. We will temporarily restore pre-2007 granting levels to ensure our viability and provide continuity while we evaluate our investments and secure new donors and sponsors for the 2010 Highlighting conference and Best Practices Symposium. Our intent will be to restore and increase our granting levels as soon as is feasible.

Today we celebrate our ongoing ability to fund important projects and research conferences. We celebrate our relationships across our profession and within the research community and integrative medicine. We honor those who work to bring massage to those in our community who live broken or difficult lives. We thank our donors and volunteers who give of themselves to keep our work alive and our contributions exceptional.

Today we celebrate you.

Warmly,

Diana L. Thompson, LMI

President



MASSAGE THERAPY FOUNDATION ANNUAL REPORT | 2









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Heather O'Leary is a massage therapist on staff at a Chicago hospital who learned about the Massage Therapy Foundation through being an AMTA member. Her clinical focus is working with moms and babies, many of whom are referred by midwives. Her community outreach program consists of teaching new mothers with severe "baby blues" symptoms (Emberg scale) how to massage their babies, and creating group support interactions where mothers can learn wisdom and coping skills from each other. This is an ongoing program for which the Foundation grant has provided needed resources.

Most of the mothers are trying to manage with little or no support. The goals of the program are to help them cope with stress and depression, to support mother/child bonding, to recommend resources in the community, and to help the babies, who are often colicky or otherwise challenging, to relax, sleep better, and get a healthy start in life. O'Leary has developed her own "Bonding with Baby" survey and has found that through learning to give their infants massages her program participants develop more confidence as moms, feel less isolated, appreciate their babies more as individuals, and find that they have more resources to calm and support them.

One of her current goals is to educate medical personnel in the hospital about the benefits of massage for people like her clients—that it is much more than a luxury.

CARE FOR CAREGIVERS

DEB CHARLESTON, Hospice at
Home, St. Joseph, MI
\$5,000

PROJECT PAEAN: MASSAGE AS
MENTAL WELLNESS TOOL: A
COLLABORATION TO RETURN
TO BALANCE THROUGH TOUCH
LORI RUTH KALVERT, Project
PAEAN/Breathing Project,
New York, NY
\$5,000

HEALING TOUCH: MASSAGE
THERAPY FOR THE HOMELESS
JUANA LEANDRY, Praxis
Housing Initiatives, Inc.,
New York, NY
\$4,500
Sponsored in part by a grant to the
Foundation from BIOTONE

GENTLE TOUCH AND
COMPLEMENTARY MASSAGE
BETSY QUEEN, Mount
Carmel Health System,
Columbus, OH
\$5,000

HANDS TO PROMOTE HEALTH
LORENE REANO, Santo
Domingo Tribe Santo
Domingo, Pueblo, NM
\$5,000

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TECHNIQUES TO ALLEVIATE
COMMON AILMENTS
OFSENIORS
ALICIA RECORE, St. Peter's
Hospital, Albany, NY
\$2,200

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TRAINING
ALISHER SHARIPOV,
Medical Teams International,
Tashkent, Uzbekistan
\$5,000

HEALTH CARE IS A HUMAN
RIGHT: FREE BODYWORK AND
HOLISTIC CLINIC FOR
HOMELESS INDIVIDUALS
SUSAN WEEKS, Health Care
Is a Human Right (HCHR),
Saugerties, NY
\$4,980

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This project has taken a community-based wellness approach to working with teenage girls whose weight, lifestyle and eating habits place them at risk for health concerns such as Type 2 diabetes. The researchers, who are based in a community health center, developed a partnership with Body by Brandy, an inner-city gym program initiated by award-winning trainer Brandy Cruthird. Cognizant of the trust issues that can arise in communities of color because of historical experiences with research, the project focused initially on outreach to the community and families of the girls in the gym program. With the support of the three gym instructors and the backing of engaged and supportive family members, a total of 30 Latina and African American girls, aged 12-17, who had no prior experience of massage, received in-chair treatments after workout classes at the gym.

The gym program, which is supported by federal funding, also includes nutrition/ cooking classes. Integration of massage into this program gave the researchers an opportunity to evaluate whether accessible massage therapy helped influence the program participants to change their way of viewing their health-related choices. Rather than focusing on weight or body mass index, the project employed qualitative methods such as focus group meetings, validated survey instruments and detailed note-taking by the massage therapist to observe whether massage could help improve the girls' health-related attitudes and habits and their sense of self-worth.

Currently in the data analysis phase, the study's results will be reported at the annual meeting of the American Public Health Association taking place November 7–11 in Philadelphia. The principal researcher, Beth Sommers, MPH, Lic.Ac., expressed gratitude to the Foundation's donors for making it possible to fund this type of community-integrated research project.

FEASIBILITY STUDY OF BRAIN TUMOR SETTING STEVE KEIR

Duke University \$20,000 Sponsored in part by a grant to the Foundation from BIOTONE

CHILDREN'S RESPONSES TO PILOT RCT OF CANCER MASSAGE THERAPY WITHIN A STRESS AND COMFORTING: THE EFFICACY OF MASSAGE IN PORT-A-CATHETER AMELIORATING THE EFFECTS PLACEMENT OF AN ACUTE SOCIAL STRESSOR SETH D. POLLAK, PHD Waisman Center for Neuroscience, University

of Wisconsin, Madison

\$20,000

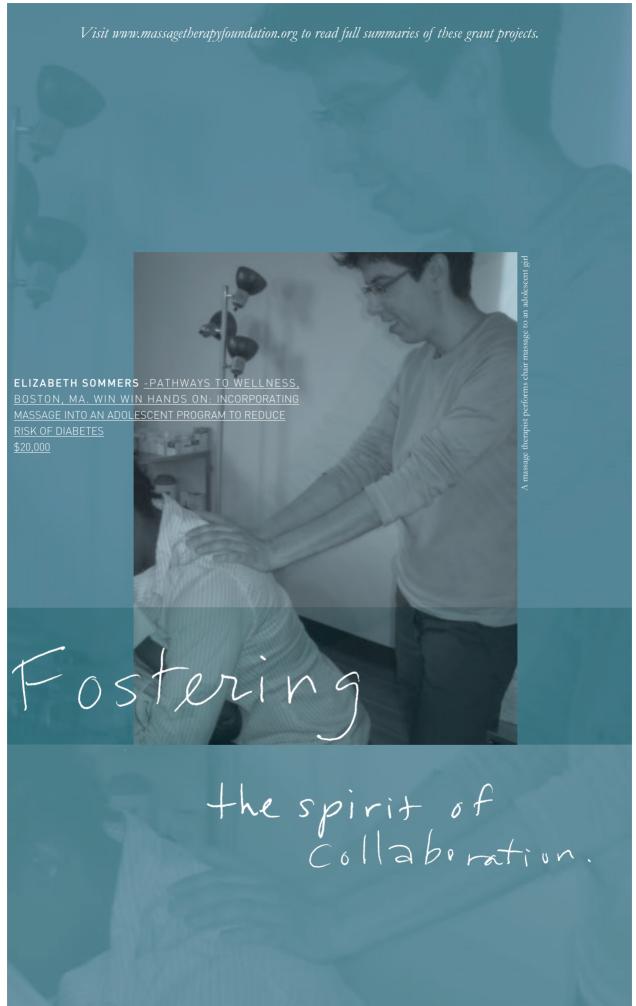
PATIENTS UNDERGOING JENNIFER ROSEN, MD Boston Medical Center \$20,000

DESCRIPTIVE COMBINED-METHODS STUDY OF ALBERTA'S CAM MANUAL **THERAPISTS** MARJA VERHOEF, PHD Faculty of Medicine, University of Calgary \$18,462





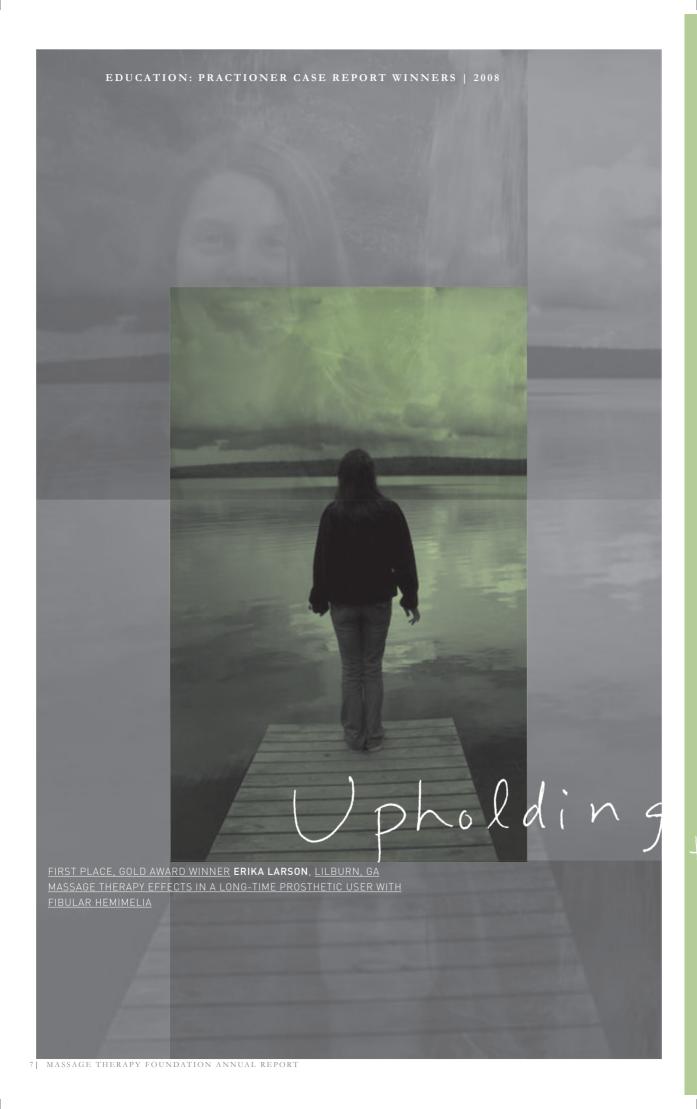




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"I enjoyed the process of delving into the unknown, thinking critically to integrate various disciplines and deduce a treatment protocol well suited to investigate a topic of choice. The challenge of examining a research question through the lenses of both the art and the science of massage therapy was made all the more rewarding as I received the opportunity to witness how profoundly massage therapy can affect an individual. Participation in the Massage Therapy Foundation's professional practitioner's case report contest lead me to the realization that although exploration in such a manner as to attempt to quantify the benefit or lack thereof of a specific therapeutic massage protocol to a specific problem is by nature limited, the journey to further the scientific understanding of massage therapy must begin somewhere."

Erika Larson 2008 Practitioner Report Gold Award Winner

SECOND PLACE, SILVER AWARD WINNER THE EFFECTS OF MASSAGE THERAPY IN TREATMENT OF CHRONIC PLANTAR FASCIITIS GLENDA KELLER, RMT, BPHE Picton, Ontario, Canada

HONORABLE MENTION REDUCTION AND STABILIZATION IN PARKINSON- THERAPY FOR LONG-TERM RELATED PERIPHERAL EDEMA WITH THERAPEUTIC MASSAGE ROBIN B. ANDERSON, LMT, NCTMB, CPT-ACE, Abingdon, MD

HONORABLE MENTION THE USE OF MASSAGE GLYCEMIC CONTROL IN A TYPE 2 DIABETIC CLIENT SHERRY A. ROBINSON-JACKSON, Shreveport, LA



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EDUCATION: STUDENT CASE REPORT CONTEST WINNERS | 2008

Sponsored in part by a grant to the Foundation from Associated Bodywork and Massage Professionals (ABMP)

"I loved doing the research, reading other people's studies, poring through articles—the whole process! The challenge of the work in practical application and the rewards of having a happy research client made my school experience so much more. I have been reading about massage research since graduation, as it deepens my practice and provides a firm foundation for the work that I do. Thank you, massage researchers!"

Jenny Dailey
2008 Student Case Report Contest Silver Award Winner

FIRST PLACE, GOLD AWARD
WINNER
TREATING FATIGUE IN
MULTIPLE SCLEROSIS WITH
MASSAGE THERAPY
CATHERINE HANSON:
Kiné-Concept Institute,
Ottawa, Ontario, Canada

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SECOND PLACE, SILVER
AWARD WINNER
BULIMIA NERVOSA AND
MASSAGE: A CASE REPORT
EXAMINING BODY AWARENESS
WITH CO-MORBIDITIES.
ANXIETY AND DEPRESSIO
JENNY DAILEY: Brian
Utting School of Massage,
Seattle, WA

THIRD PLACE, BRONZE AWARD WINNER

MASSAGE THERAPY AS A

METHOD TO DECREASE
FORWARD HEAD POSTURE,
INTERNAL SHOULDER
ROTATION AND ANXIETY:
A CASE STUDY
LEIGH JONAH: Kiné-Concept
Institute, Ottawa, Ontario,
Canada

HONORABLE MENTION
EFFECTS OF MASSAGE IN
SUSTAINING PERFORMANCE
AND LIMITING SORENESS IN A
MULTI-PERFORMANCE
SPORTING EVENT
MARY JANE CALVERT: Cortiva
Institute, Colorado

HONORABLE MENTION
THE EFFECTS OF MASSAGE
THERAPY ON MILD STRUCTURAL
SCOLIOSIS IN THE THORACIC
SPINE RESULTING IN
POSTURAL CHANGES, MUSCLE
FATIGUE, SLEEP DISTURBANCES
AND CHRONIC HEADACHES
MEAGAN ROBACK:
Kiné-Concept Institute,
Ottawa, Ontario, Canada

Contributing



Visit www.massagetherapyfoundation.org to read the abstracts of these award winning case reports.

SECOND PLACE, SILVER AWARD WINNER

JENNY DAILEY: BRIAN UTTING SCHOOL OF MASSAGE, SEATTLE, WA AWARENESS WITH CO-MORBIDITIES ANXIETY AND DEPRESSION



to the understanding and appreciation of massage therapy.

MASSAGE THERAPY FOUNDATION ANNUAL REPORT | 10

ONGOING AND FUTURE INITIATIVES



International Journal of Therapeutic Massage & Bodywork: Research, Education, & Practice

THE IJTMB LAUNCHED IN AUGUST 2008 AND HAS SINCE PUBLISHED FOUR ISSUES. The IJTMB is an online, peer-reviewed, open-access scientific journal for the therapeutic massage and bodywork profession, and is available free of charge.

The IJTMB is available at www.ijtmb.org.

HIGHLIGHTING MASSAGE
THERAPY IN CIM RESEARCH
MAY 13–15, 2010
RED LION HOTEL
SEATTLE, WA

The Massage Therapy Foundation is pleased to present the second Highlighting Massage Therapy in CIM Research conference. This three-day conference will bring together massage and manual therapy practitioners, educators, CIM researchers, allied health professionals, and others interested in massage research. Current research related to massage and manual therapies will be presented, with a special focus on translational research and public health. Online registration opens October 30, 2009.

More information is available at www.massagetherapy foundation.org/research conference2010.html TEACHING RESEARCH

LITERACY: An In-Service Event for Teachers In 2009, the Foundation launched Teaching Research Literacy, a continuing education opportunity for massage therapy educators and schools.

Through this program, the Foundation sends a presenter to a participating school to work with faculty members to provide them with skills and ideas for incorporating the basic principles of research literacy into their existing core curriculum. This 8-hour inservice workshop also qualifies for NCBTMB continuing education credits.

For more information on this program, please visit www. massagetherapyfoundation. org/teach.html

Increasing

the Foundation's influence, Credibility and visibility in health and wellness.

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HONOR ROLL OF DONORS | 2008

"Massage Envy recognizes the importance of research and community service in the massage therapy profession and is honored to be able to contribute to the Massage Therapy Foundation. We believe the work done through this group benefits all of us in the massage profession."

- CG FUNK, VICE PRESIDENT OF INDUSTRY RELATIONS AND PRODUCT DEVELOPMENT

"My annual donation to the Massage Therapy Foundation has been a source of great personal pride and satisfaction. I consider this organization to be the actual foundation of our profession. Its strength and continued growth will ensure a stable base for all that we do in the future." - CLIFF KORN, LMT - FOUNDATION TRUSTEE





SUSTAINING BENEFACTOR

\$100,000 AND UP



BENEFACTOR

\$20,000 - \$99,999





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massage to people in need.

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