

POWER TO HEAL



Dr. Kerr's healing touch is priceless for many children



The Head: **Dr. Lynelle Kerr**, Director of Innate, Founder of All One Foundation (AOF), XL Social Entrepreneur of the Year Winner 2006

The Heart: Established in 2001, Innate is a chiropractic practice that features a special Network Spinal Analysis (NSA) method, which comprises specialised light touch (a type of massage) that activates the body's innate ability to heal and correct itself. AOF provides the same professional healing support to Cambodian children rescued from the sex trade, sponsoring doctors who use NSA to help the children recover physically, mentally and emotionally. Current focus is on shelters in Cambodia, but plans are underway to expand into other countries.

An indomitable symbol of cheer and spirit, Dr. Kerr was flicking through a magazine three years ago when

she came across a photo of a terrified young Cambodian girl. The caption underneath shocked her: "nine year old ... rescued ...sex trade ... begging not to return." The photograph continued to haunt her, and all came to a boil as she later developed AOF. Innate and AOF are now inextricably linked: 10% of Innate's annual net profits are channelled to AOF through the XL (Extraordinary Lives) Social Enterprise Accreditation scheme. When asked if she has children, Dr. Kerr's favourite answer is, "Yes! Hundreds ... in Cambodia."

I didn't find this cause, it found me. Would I have guessed I would be working in the remote provinces of Cambodia with children rescued from the sex trade? Never! Life has an uncanny way of bringing you to exactly the place you need to be. I have been in private practice for over 12 years, and have worked with everyone from newborns to CEOs to world-renowned business leaders. But working with the children in Cambodia was incredible. Some were so grateful after the sessions they cried. Others just sat breathing deeply for what seemed like an eternity. Most of them didn't speak English, but they didn't need to. Their eyes said it all. I may have started AOF to change these children's lives, but they have also changed mine!

The increase in profitability of Innate since we became a social enterprise has been profound. The day after AOF was registered, the daily takings from Innate were the highest on record by 80%. By the end of the second day the daily takings skyrocketed to a 95% increase. Since Innate became a social enterprise, we have enjoyed more flow and financial success than ever before. It is a direct result of giving our business a bigger purpose. AOF has given our business soul.

I decided that AOF would not be another charity 'scratching for funds'. I also made a conscious decision that AOF would not depend on fundraising activities because it exhausts time, energy, and sponsors' funds. With smaller outfits like ours, more funds go directly to those in need, rather than administration fees. Corporations and their clients also feel more directly involved. We send our corporate sponsors albums containing photos of the children and their drawings. The transformation of the children is very powerful and moving for them to see the difference their contributions have made.

One of the greatest blocks to giving is the 'story that you must wait until you are highly profitable before contributing.' Many people told me to wait until my business was more established before starting the All One Foundation. How long do you wait? That story wasn't serving the children. They can't wait, nor can the planet. If 10% of your net monthly profit is \$200, that goes a long way in a third world country! In Cambodia, that can feed and house a family for many months.

A social enterprise is more than giving a percentage of your profits to a charity. It is about ensuring that your business acts in an ethically and socially responsible way at every level. Going paperless or decreasing paper usage, using recycled products and recycling waste and paper make a great positive difference. Effective giving can also include payment in kind – a special skill, service, knowledge or products. These can be far more valuable to someone than money.