Great fit with Clarks

Chris Pleeth, Director Group Property & Procurement and lead for Clarks Community and Charity has this to say about our partnership with Miraclefeet.

“Getting behind a cause and supporting a charity is something that I’m sure you are familiar with at Clarks whether this is for a local or global charity. We are already known for our generosity to make a difference by giving our time and money to support a cause and always interested in doing something a little different.

Miraclefeet offers us this by providing us with an opportunity to demonstrate our expertise and adhere to one of our guiding principles of ensuring good health for children’s feet.

Our partnership has two parts: funding from Clarks and the Clark Foundation; this financial support will go to the region of Maharashtra in India. Mumbai is one of the biggest cities in Maharashtra which is one of our strategic markets for business growth as well as shoe manufacture, this investment allows us to demonstrate our commitment to the communities we operate in.

The second part is a collaboration between Stanford University in the USA working with our research and development teams in Boston and the UK to assist in the development and production of a new low cost easy to use foot brace.

Miraclefeet represents our first corporate global charity, enabling us to ‘give back’ globally, this partnership does not affect the great work that you do in supporting your regional and local charities and your dedication to these is recognised and appreciated. Miraclefeet is a corporate charity and will be championed financially through corporate funds and the generosity of the knowledge given by our research and development teams in Boston and Street. This is an exciting time for us as we grow as a global company and develop our corporate social responsibility agenda”.

“This is an opportunity for us to ‘do well by doing good’. Clubfoot is treatable and solvable and Clark’s involvement can make a real difference by putting something back into the communities we operate in. If successful, there will be opportunity to fund further regional Indian programmes and others worldwide”.

What is Clubfoot?

Clubfoot is a congenital birth defect where one or both feet point inward and downward and is one of the major causes of disability in the world today.

Over one million children in the world are living with untreated clubfoot.

Another is born every three minutes.

Left untreated, most children with clubfoot will never walk properly, play freely or go to school. They will live in pain and humiliation as they struggle to participate in the activities of everyday life as they cope with the physical, social and financial burden of this disability. BUT, this suffering is avoidable.
The gift of walking

Miraclefeet enables the treatment for children born with clubfoot in developing countries through partnering with local doctors, hospitals and healthcare organisations. By investing in local expertise miraclefeet is establishing sustainable, long-term solutions to the problem of clubfoot around the world.

The Treatment—Ponseti method

The Ponseti method is a manipulative technique that corrects clubfoot without invasive surgery. It was developed by Dr Ignacio V. Ponseti of the University of Iowa, USA in the 1950s.

The non-surgical treatment involves putting one or both of the child’s feet into plaster casts with the child’s foot being gently corrected into a normal position within six to eight weeks. A simple brace is then worn at night for up to four years to prevent relapse. Once treated, full functionality is restored to the affected feet in 95% of cases.

Andrew Martland, Director of the Asia Pacific Region comments:

“This is an amazing and rewarding partnership for all involved. Miraclefeet is the only organisation in the world solely focused on treating clubfoot on a global basis. In Mumbai alone 2500 children are born each year with clubfoot, with Clarks support and evolution of the brace we want to be able to treat every one of these and new cases.”

“This partnership is not just about the here and now – it’s about the future of those that live in and around Mumbai. It’s about enabling the child, which in turn reduces the burden on the family, which means the community can grow and flourish creating global citizens.
Miraclefeet welcomes Clarks support
Chesca Colloredo-Mansfeld, Co-Founder and Executive Director, miraclefeet;

“Clarks' commitment will take miraclefeet’s work to new levels, both locally and globally. As a world-renowned manufacturer of high-quality children’s shoes, Clarks has a presence in all of the countries in which miraclefeet operates and by providing funds will target our India program, Clarks helps us reach hundreds of children born with clubfoot who would otherwise live with a permanent disability.”

A collaborative, innovative partnership - the MiracleBrace

“Bracing is where the system falls down,” says Chesca “we started supporting clinics around the world and it became clear that bracing was the shakiest part of what we’re doing,” referring to the fact that parents often fail to keep their children in a brace long enough or consistently enough once the casting process ends.

Stanford design school students got involved in redesigning the existing brace, to address some of the frustrations; the thick suede was too hot a fabric and the children’s feet had to be coaxed into an awkward angled brace.

Since Stanford design school partnered with Clarks, Rik Bryne (from Americas Region) and Anthony Perillo both of Clarks Research and Development have moved-on the design of the brace again by sharing their shoe design expertise to create an affordable, comfortable brace, leveraging Clarks extensive knowledge of children’s feet to ensure more effective treatment of clubfoot.

Chesca concludes;

“We believe the newly designed brace has the potential to greatly enhance clubfoot treatment on a global scale. Miraclefeet is tremendously proud and honoured to be working with Clarks, a partnership that has great potential to grow in the years ahead”.
Ram, CEO Clarks Future footwear Limited is excited about the partnership:

“We are very proud to be partnering Miraclefeet. Working with the public hospitals and local doctors they are providing a sustainable treatment enabling the child as well as providing hope and opportunity for an entire family and generations to come.

We are hopeful that this partnership and the developments that it will bring will benefit thousands more who are affected with clubfoot.”

If you would like more information, have any feedback or want to share your thoughts please e-mail:  
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