

the
Farley
Foundation

FARLEY FILES



Join the Celebration: Farley Foundation Celebrates its First \$1 million in Disbursements

Healing pets. Helping people.

Wednesday, January 19, 2011

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In this issue:

1. *Farley Foundation Celebrates its First \$1 million in Disbursements*
2. *Help Us Spread the Word*
3. *Over 2,700 People & Pets Helped!*

[^top](#)

1. Farley Foundation Celebrates its First \$1 million in Disbursements

We've done it!

This week, the Farley Foundation officially surpassed its first \$1 million in disbursements to assist people across Ontario with their sick and injured pets. With disbursements ranging from under \$100 to a maximum of \$1,000, that translates into over 2,700 people and pets assisted through very trying and emotional times.

We couldn't have done it without you!

The Farley Foundation is grateful to all of its supporters, a group which is growing exponentially each year. The increasing financial and moral support that we are privileged to have from pet owners and animal lovers across not only Ontario but also Canada and the United States, has led us to this incredible financial milestone and tally of people and pets assisted.

The impact of your on-going support

Each day, we hear from people whose lives have led them to very difficult financial circumstances. These are low-income seniors, mentally, physically and emotionally challenged individuals, and women trying to make new, safer lives for themselves and their children. For some of these individuals, life was very different at one point: They may have worked, they may have had families and support systems, they may once have been healthier and able to provide for themselves. They once had dreams about getting married, having children and a family dog that everyone loved.

These are the same people who, today, have extreme difficulty paying for their groceries, rent and necessary medication. These are the same people who would give anything (and often forego their own medication or groceries) to be able to care for the pets who have been by their side through the good times and the bad, who have provided unconditional love, constant companionship, a reason to get up in the morning, get some exercise and interact with their communities.

It is on behalf of these people, and of their beautiful dogs, cats and other cherished pets, that we thank you for your kind consideration and support.

The human-animal bond is a well-documented phenomenon, as are the

Thanks Lynn & Farley!



The Farley Foundation extends a special thanks to Lynn Johnston, Canadian cartoonist, artist and creator of the internationally syndicated comic strip, *For Better or For Worse*®. Lynn has generously loaned the Farley image and name to the Foundation. The Farley Foundation is named after her famous sheepdog character Farley, who died in the comic strip while trying to save a family member from drowning.

Thanks Lynn! And thanks Farley for always reminding us why we love our pets so dearly.

positive health and wellness benefits of pet ownership (see [www. ovma. org](http://www.ovma.org) for details). Your support of the Farley Foundation means you are contributing to the health and well-being of both people and animals in your community.

A Special Thanks to Ontario Veterinarians and the Veterinary Industry

Founded and generously administered by the Ontario Veterinary Medical Association, the Farley Foundation receives an incredible amount of support from veterinarians, veterinary technicians and the veterinary industry as a whole. Besides the veterinary medical expertise and kindness shown towards Farley Foundation funding recipients, Ontario veterinarians and their supporting industry provide generous financial support to the Foundation, and for this, we thank you dearly.

[^top](#)

2. Help us Spread the Word

In honour of our \$1 million disbursement celebration, the Farley Foundation is asking all pet owners and supporters of the Farley Foundation to help spread the word about our charitable work. Please help us spread the word by engaging in one or more of the following quick and easy activities as soon as possible. The more people who know about the foundation, the more people and pets we will be able to assist:

1. Use your Social Media Accounts: Simply cut and paste the following statement into your Facebook, Twitter or other social media accounts and ask that your friends, colleagues do the same.

"Help spread the word. The Farley Foundation has reached a major milestone by disbursing its first \$1million to help thousands of pets in Ontario. Learn more at [www. farleyfoundation. org](http://www.farleyfoundation.org)"

2. "Like" our announcement on the Farley Foundation Facebook page: Sign into your Facebook account, visit [http://www. facebook. com/!pages/The-Farley-Foundation/126971871445](http://www.facebook.com/pages/The-Farley-Foundation/126971871445), and choose to "Like" today's million dollar announcement. You may also choose to "Like" the Farley Foundation on Facebook.

3. Become a Farley Foundation "Follower" on Twitter: Login to Twitter. com. Visit [http://twitter. com/Farleyfndation](http://twitter.com/Farleyfndation) and choose to become a Farley Foundation "Follower".

4. "Retweet" our million dollar announcement using your Twitter account.

5. Send the following message to all your friends and family via email:

" Great News for Pet Owners (Please Pass it On)

The Farley Foundation is a registered Ontario charity that helps low-income seniors, disabled individuals and women at risk of abuse by subsidizing the non-elective veterinary medical care of the pets that mean the world to them.

On Wednesday, January 19, 2011 the Farley Foundation announced that it has now disbursed over \$1 million to assist more than 2,700 people and their sick or injured pets.

Please help me spread the word about this amazing organization which is administered by the Ontario Veterinary Medical Association. Send this email along to all your friends and colleagues. Someone you know may need help with their pets and they may not know that help is available in Ontario. For full details or to make a donation, visit [farleyfoundation. org](http://farleyfoundation.org)"

[^top](#)

3. Over 2,700 People & Pets Helped!

To provide a little perspective on how that \$1 million has been used, here's a breakdown of our recipients to date:

Dogs - 1,570
 Cats - 1,098
 Rabbits - 8
 Birds - 7
 Ferrets - 4
 Rats - 3
 Snake - 1
 Horse - 1

Chinchilla - 1
Bearded Dragon - 1
Guinea Pig - 1
Hamster - 1

ODSP 2,218
GIS 208
CPP Disability 151
SafePet 13
Extending Senior Residences 4
(Recipient info not tracked until 2003; does not include applications currently being processed.)

For more information about the Farley Foundation, visit www.farleyfoundation.org

[^top](#)