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## Happy Holidays: A Record Year for Ontario People & Pets

*Helping people. Healing pets.*

Friday, December 02, 2011

You are receiving this message either because you have signed up to receive the Farley Files on [www.farleyfoundation.org](http://www.farleyfoundation.org) or because, as a past donor, you have opted to hear from us from time to time. To unsubscribe to this electronic newsletter, write to [info@farleyfoundation.org](mailto:info@farleyfoundation.org) (please write "unsubscribe" in the subject line).

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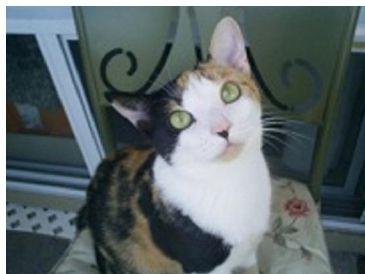
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### 1. Celebrating a Record Number of People and Pets Assisted in a Single Year

What a year!

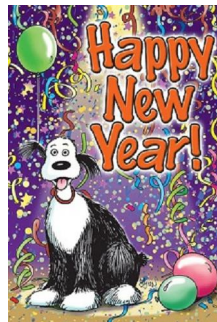


Rainbow

A true cause for celebration. Thanks to your generous support we have assisted more people and pets this year than we ever have in a single year. . . and there's still one more month to go.

### Great Holiday Gift Ideas: Holiday Donation Cards, Plush Farley Toy, License Plates

#### Holiday Cards



They're here. . . Lynn Johnston has generously designed 3 new holiday cards for us this year and they are G. O. R. G. E. O. U. S! You can buy 10 cards with all proceeds going to people and pets, or you can make a donation in honour of your friends, family, clients or suppliers as holiday gifts. Order early to ensure timely delivery! Visit the Farley Foundation website to view all of these great new designs and for order information.

For full details or to place an order, visit [http://www.farleyfoundation.org/support\\_farley/farley\\_foundation\\_holiday\\_cards.html](http://www.farleyfoundation.org/support_farley/farley_foundation_holiday_cards.html)

#### Plush Farley Toy



Totaling 518 since January 2012, we have directly affected the lives of:

291 dogs  
220 cats  
2 budgies  
2 guinea pigs  
1 rabbit  
1 kakariki bird  
1 parrot

469 low-income disabled individuals receiving either the Ontario Disability Support Payment or CPP Disability

46 low-income seniors receiving the Federal Guaranteed Income Supplement  
2 women at risk of abuse who are participating in the OVMA SafePet Program, and  
1 pet owned by a senior's care facility.

And the grand total? Since first opening its doors in 2002, the Foundation has now disbursed over \$1,200,000 to directly affect the lives of over 3,200 people in need and their sick/injured pets

Learn about Rainbow and some of our other funding recipients at [http://www.farleyfoundation.org/stories\\_from\\_people\\_and\\_pets/index.html](http://www.farleyfoundation.org/stories_from_people_and_pets/index.html)

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## 2. P&G Pet Care Fundraise for Farley Month Raises a Record \$200,000 and Counting!

Partnering with our first-ever title sponsor, P&G Pet Care, manufacturer of IAMS Veterinary Formula, IAMS and Eukanuba pet foods, the Farley Foundation's largest annual fundraising and awareness campaign has resulted in the highest amount of funds ever raised during a single Farley Foundation campaign!

So far -- and with just over half of the participating clinics reporting their results -- the campaign has raised a whopping \$203,000! Plus, we beat a whole bunch of other records, including:

- More veterinary clinics/hospitals participated than ever before (308 was our last count!)
- More media coverage of events run by veterinary clinics than ever before
- More social media chatter than ever before
- More Farley Foundation items distributed across Ontario than ever before (nearly 14,000 collapsible food/water bowls bearing the Farley Foundation logo handed out to pet owners across Ontario).

And most important of all. . . more people and pets we'll be able to assist through the results of a single campaign -- ever! Based on the average disbursement of \$420 per sick/injured pet in 2011, the campaign's \$203,000 income will assist 484 pet owners in 2012!

A hearty congratulations and a very tearful "thank you" on behalf of pet owners everywhere go out to

Now you or someone you love can cuddle up with Farley himself! Designed by Lynn Johnston herself, this squishable, huggable, ultra soft toy (not intended for pets) is simply irresistible. At only \$20 plus shipping, our plush Farley toy is a great incarnation of the work accomplished by the Farley Foundation. . . plus the proceeds go to the Farley Foundation!

For full details, or to place an order visit [http://www.farleyfoundation.org/support\\_farley/plush\\_farley\\_toy.html](http://www.farleyfoundation.org/support_farley/plush_farley_toy.html) or call 1. 888. 262. 9811.

### Official MTO Licence Plate



Show the world you appreciate animals and the human-animal bond with a new, personalized licence plate featuring the Farley Foundation logo. Visit your local MTO office or [http://www.ontario.ca/en/services\\_for\\_residents/ONT06\\_023115#Charity](http://www.ontario.ca/en/services_for_residents/ONT06_023115#Charity) Details also available at [www.farleyfoundation.org](http://www.farleyfoundation.org)

### Donations as Gifts

For a minimum \$15 donation, a donation to the Farley Foundation in honour of a teacher, friend, or family member who appreciates animals or people in our society who really need help can be a great gift for the holidays. Visit [www.farleyfoundation.org](http://www.farleyfoundation.org) or call 1. 888. 262. 9811 to make your holiday donations.

**Thank you for all your support over the years. Here's to an even greater 2012!**

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our wonderful supporters, the veterinary teams across Ontario who do so much to both raise funds for the Farley Foundation as well as to help people and their sick/injured pets, and the sooo supportive community in Ontario that so obviously go to great lengths for their friends and neighbours, both human and furry.

Generously sponsored by:



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### 3. Veterinarian raises nearly \$11,000 for his Ride for Farley

On Saturday, September 10, 40 veterinarians, veterinary staff and family rode a combined 4,000 km across southern Ontario to raise awareness and funds for the Farley Foundation.

Together, the group raised nearly \$65,000. . . enough to effect the lives of over 155 people and their sick/injured pets (\$420 average disbursement in 2012). And the top. . er. . . dog (pun TOTALLY intended) was Dr. Matthew Richardson from The Animal Clinic in Toronto, ON who with the help of friends and family raised \$10,952!

A special thanks goes out to all our veterinary friends who trained all season for this event and rallied their communities to support their Ride. Each participant was asked to raise a minimum \$1,000 and they did an incredible job with the average submission coming in well over that amount. See the full list of Ride for Farley 2011 participants at: [http://www.farleyfoundation.org/extrapages/2011\\_ride\\_for\\_farley\\_cyclists.html](http://www.farleyfoundation.org/extrapages/2011_ride_for_farley_cyclists.html)

[http://www.farleyfoundation.org/extrapages/2011\\_ride\\_for\\_farley\\_cyclists.html](http://www.farleyfoundation.org/extrapages/2011_ride_for_farley_cyclists.html)



(Some of our 160

km Ride for Farley cyclists)

Way to give back to the people and pets you serve!! Thank you also to all those who donated to our Ride for Farley cyclists. Hope to see you all back next year!

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#### **4. Getting ready to announce a new category of eligible pet owners!**

With an incredible year drawing to a close, we are preparing for an exciting 2012 during which we will celebrate the Farley Foundation's 10th year anniversary.

Each year, the foundation's Board of Directors take a hard look at our financial situation and our success to date to determine if there's any room to expand the eligibility criteria to include more people and pets in need.

In 2011, we added pets belonging to senior's care facilities (long-term care facilities, supportive housing and retirement homes). The pets at these facilities provide unconditional love, affection, something for the seniors to care for, take for walks, play with, sit quietly and enjoy each other's company, etc. In return, the pets are loved by so many people both residents and visitors. With both the seniors and the pets providing therapy and companionship to one-another, adding senior care facilities to our eligibility criteria was a natural decision and testament to the human-animal bond we serve.

With 9 successful years behind us, the Board has decided to add yet another category of eligible pet owners. Stay tuned for a special announcement in January for details about our newest expansion which will decrease financial pressures for some of Ontario's neediest pet owners.

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#### **5. Join the Conversation**

Join us:

[www.farleyfoundation.org](http://www.farleyfoundation.org)  
[info@farleyfoundation.org](mailto:info@farleyfoundation.org)  
1. 888. 262. 981



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